No. 241 Sept. '83

MAD

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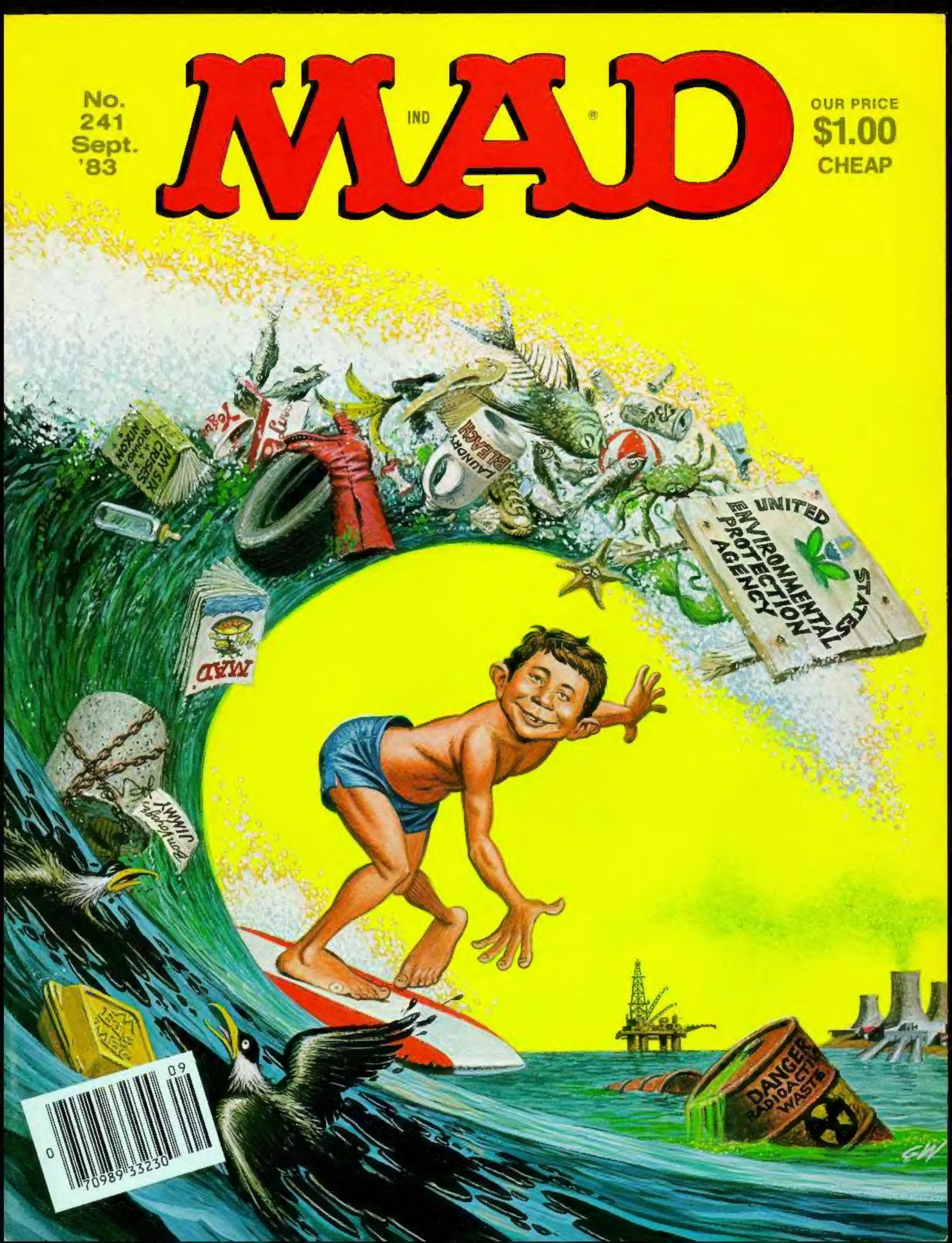
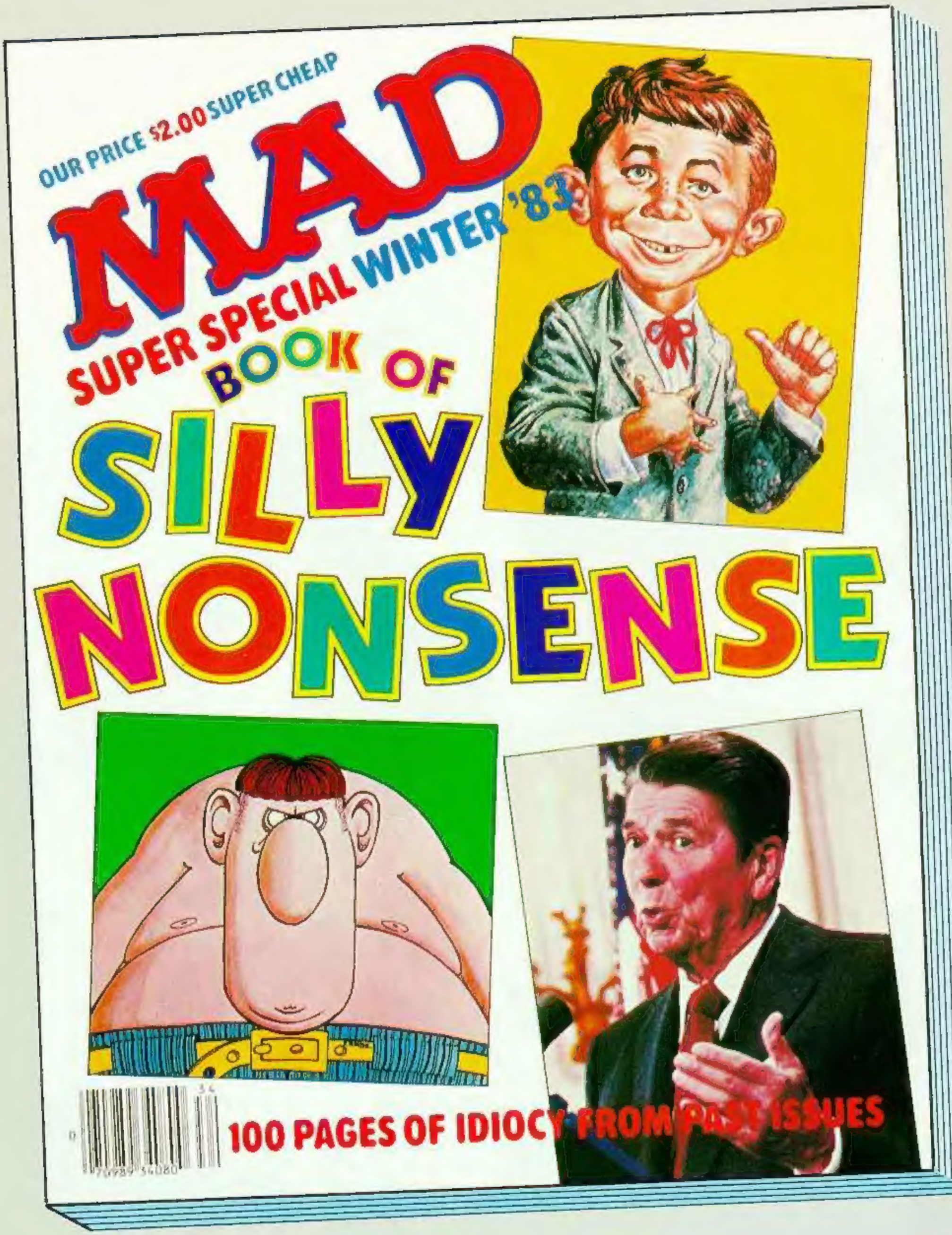


PSST...ALL YOU "DOPEY" ADDICTS! HOOKED ON "JUNK" LIKE THIS...?



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NUMBER 241 SEPTEMBER 1983

MAD

"Most people can't stand a poor loser...or a rich winner!"—Alfred E. Neuman

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
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JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD (ISSN 0024,9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A., 10 issues $9.75. Outside U.S.A., 10 issues $11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

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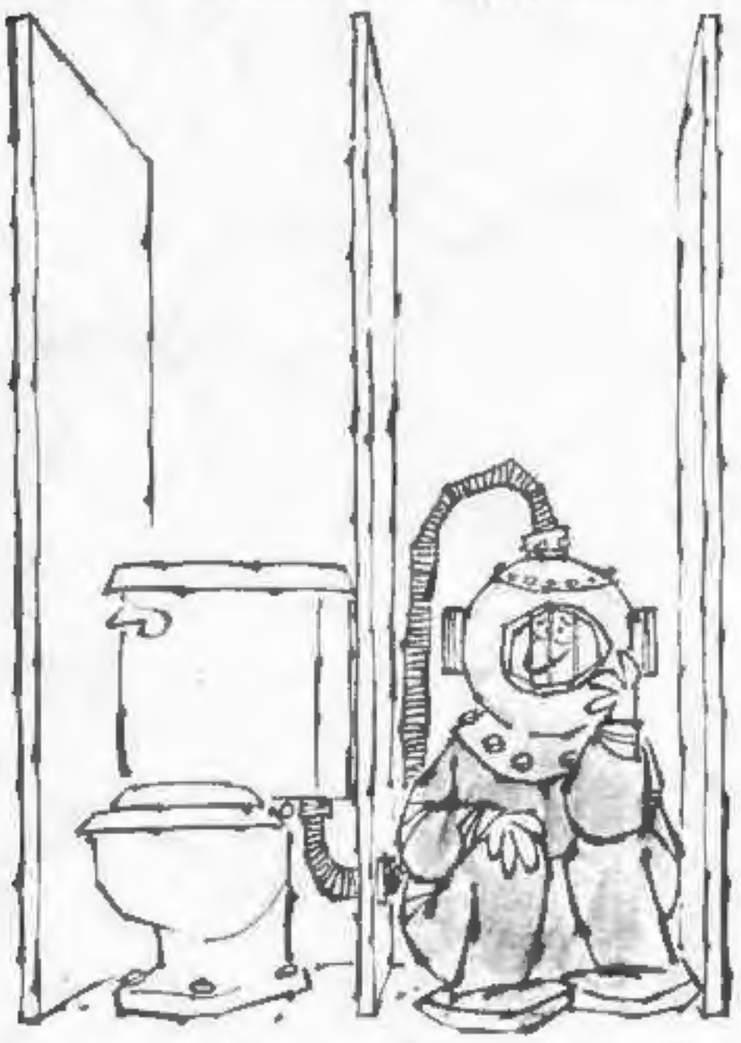

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LETTERS DEPT.

SLIPPING US A MICKEY

I always said yours was a Mickey-Mouse organization. The cover of MAD #239 was the clincher.

Laureen Sloane Kutz
Staten Island, NY

Oh, shut up, Goofy!—Ed.

HELLO? HELLO?

Well, you guys really did it to me this time! Like a schmuck I took heed to your directions under "MAD's New Exclusive Built-In Microphone" on the cover of MAD #239. I spoke into it to see if you could hear me and it was busy. I tried the issue underneath and got charged $1.45 for the first three minutes! Now I'm doing time in the Happy Dale Sanitarium for yelling obscenities into a magazine!

George R.M. Wright
West Yarmouth, MA

Shame on you! And you kiss your mother with that mouth!—Ed.

On the cover of Issue #239 I tried talking into your built-in microphone. Why doesn't anyone answer? I've even tried depositing a dime.

Darby Singleton
Willsboro, NY

Dear Electronic Wizzes:

I would like a replacement copy of my June issue. Last night while I was trying to sleep, a CB radio transmission came squelching out of the microphone on the cover. I can only assume that the issue has been miswired.

Brett Angus
Bedford, MA

MAD'S NEW EXCLUSIVE
BUILT-IN MICROPHONE
06
0
70989 33230
If you have any complaints about this issue, speak into the mike and we'll hear you!

The MAD Microphone: Defective? Should There Be A Giant Recall?

LOOK MA, NO ARMS!

Your "Defense Contractor Of The Year" was hilarious. If no one else can produce a crapper costing half a million bucks, the Pentagon luminaries will surely meet the challenge.

Andrew D. Jackson Esq.
Whiting, Indiana

MX MARKS THE SPOT

I want to congratulate George Woodbridge and Paul Laikin for a job well done on the MX Missile article. However, I'm almost positive that they forgot one of the best hiding places...

Christopher "Monk" Weide
Glenwood, IA

The #1 Hiding Place For The MX Missile?

Your "Places To Hide The MX Missiles Where They Will Never Be Found" was a Bomb!

Brent Roberts
Cleveland, TN

Re: your article on where to hide the MX missiles, I didn't know there was a straight bar in San Francisco! Could you please send me the address? I could use a drink!

James Werner
San Francisco, CA

THE BIRDS AND THE BEES

When I was in the store purchasing your Fall 1983 Super Special on Sex and Love, I found it near Playboy and Hustler. I had to plead with the manager to allow me to buy it. The pleading wasn't worth it!

Joe Hainthaler
N. Haledon, NJ

That's the way it is with sex. It usually isn't worth pleading for.—Ed.

MAD MATH

In your intro to "More Parental Non-Sequiturs" you referred to "Parental Non-Sequiturs" (July, 1974) as appearing eight short years ago. Perhaps the clod who wrote this meant eight LONG years ago... mainly because 1974 was NINE years ago!

Marty Tabnik
Newport Beach, CA

Time flies when you're having fun!—Ed.

ALL THE NUDES THAT FIT TO PRINT

I liked your satire on "Simon And Simon," but I have one question: Why don't you put nude pictures in your satire? I don't read your magazine every month, but if you had nude pictures in it I would certainly start.

Robert Palin
Winsted, CT

Great idea! Let's start with some pictures of your mother!—Ed.

"THIS IS A TEST"

I want to congratulate you on your June 1983 issue. You've gotten back to the original satirical values you made famous so many years ago. I especially liked "This Is A Test." It was original, witty, humorous, funny and had never been done before. The "One Fine Afternoon At The Dentist," however, has been done before. But it took me two hours to go through my collection of MAD's just to find it.

Rich McGuigan
New Albany, Indiana

Your "This Is A Test" was all wrong. There is no article in MAD that takes less than seven minutes to read. For most MAD readers it takes at least two minutes to read one sentence.

Jim Richter
Osgood, IN

"One Fine Afternoon At The Dentist" gave me a feeling of "deja vu." Underneath "This Is A Test" is the unmistakable Don Martin cartoon which appeared in MAD #230. Was MAD caught in a time warp as a result of a nuclear explosion?

Andre Bordeleau
Ontario, CANADA

About 90% of "One Fine Afternoon At The Dentist" is missing. Too bad the rest of the magazine isn't like that.

Curtis Hoover
Jacksonville, FL

If there was 90% less of MAD, pal, that would leave you with absolutely nothing to do in Jacksonville.—Ed.

A LITTLE FLATTERY

How could you publish Scott Crom's letter in your last issue?!? He has only been reading MAD for 25 years. I have had a *subscription* for 27 years! I have written a number of letters to MAD over the years, none of which have ever been published. If I had said really nice things like Mr. Crom did, would that have helped? Should I also have suggested raises in your princely salaries? Should I have told you how wonderful and perceptive your satire is? Please let me know if saying any or all of these things will help me to get a letter published in your magazine.

Walt McCarthy
Wayzata, MN

Yes, Yes and Yes.—Ed.

COURTING DISASTER

My verdict on Torres and Hart's version of "The Verdict" is that they're guilty of clogging the drain in my kitchen sink when I tried to stuff the article into my garbage disposal. The sentence? Keep on doing satires until they get it right!

Conrad P. Felber
Ontario, CANADA

My verdict? I found "The Verdiecch" and MAD Magazine to be not guilty by reason of insanity.

Bob Corrigan
Chicago, IL

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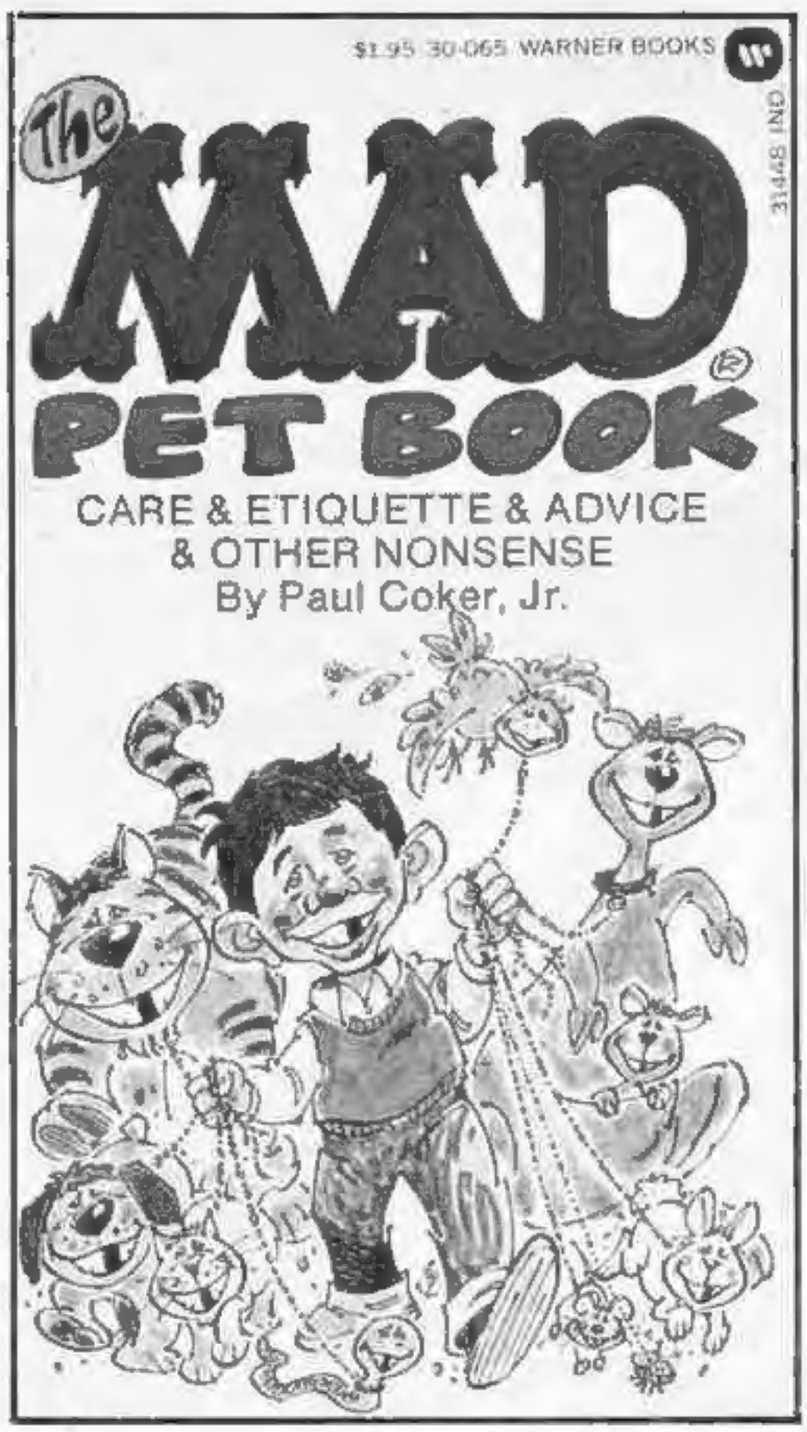

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CAR SICK DEPT.

Hey, Gang... have you seen the TV show that starts off like this each week?

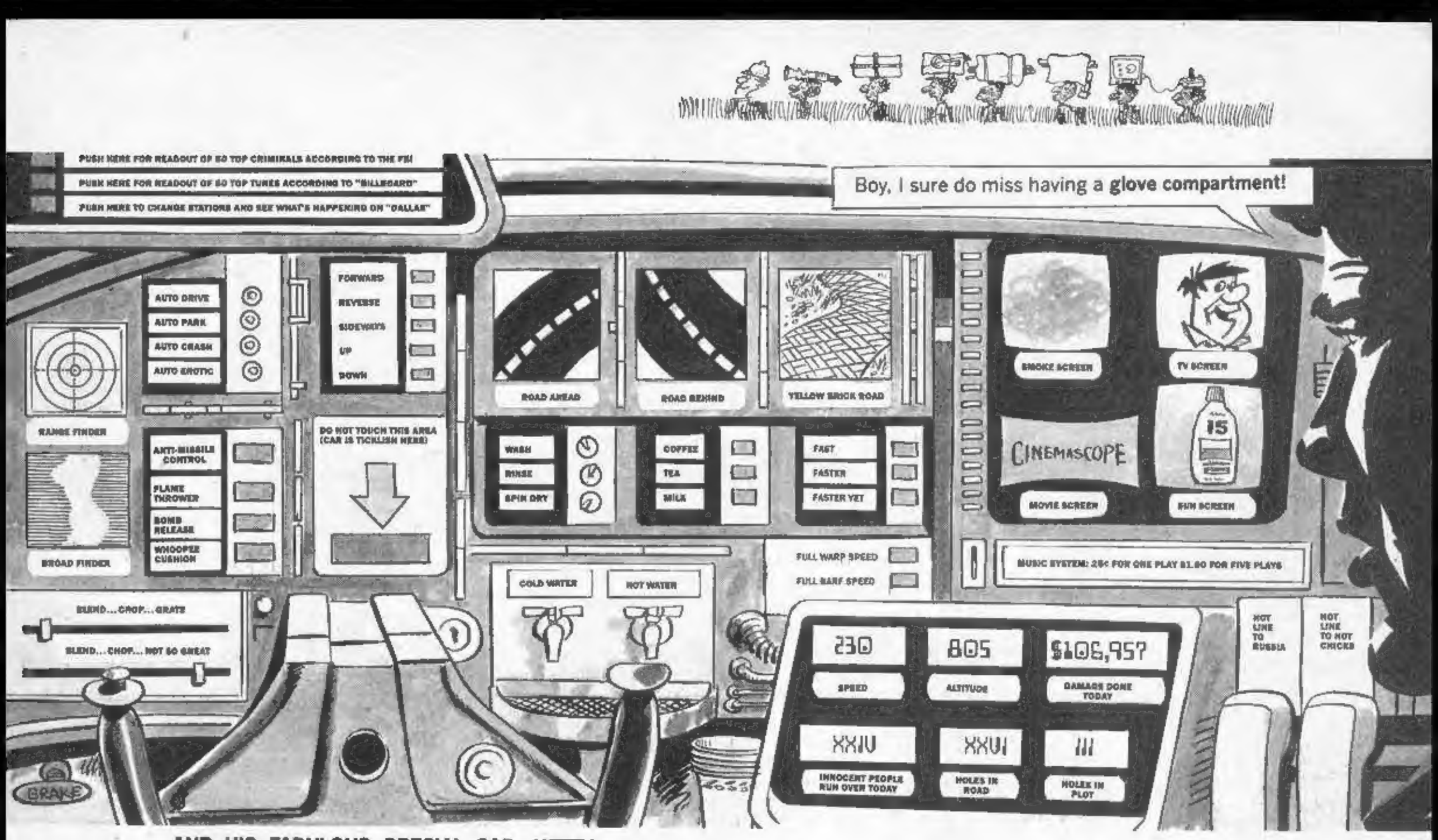
A YOUNG LONER ON A CRUSADE, CHAMPIONING THE CAUSE OF JUSTICE. HIS MISSION: TO GIVE HOPE TO THE HOPELESS, HELP TO THE HELPLESS, HAP TO THE HAPLESS...

...AND IN SO DOING, CREATE ENDLESS JOBS FOR THOSE WHO FIX CARS, REPLACE PLATE GLASS WINDOWS AND DO A MILLION KINDS OF REPAIRS. WE'RE TALKING ABOUT MICRO KNUT...

It's all here...! Cars, crashes, chases and curvy chicks! What more could you want? A story? Some sense? An interesting plot? C'mon, Gang! This is...

KNUT

I'd like the soup de jour, the filet mignon.... and I'd like to inquire about the person that was shot!
No one's been shot, Sir!
Aw, you're putting me on! No matter where I go, someone ALWAYS gets shot!
Maybe this time—
RESERVED FOR TRUCK DRIVERS
4



...AND HIS FABULOUS SPECIAL CAR, KITTY...

ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO

T RIDER

My WALL...!! That CAR wrecked my WALL!! Who's going to PAY for that?!
Like I said! "I'll solve the crime.... and I won't charge you a penny!" That wrecked wall's for FREE!
Did you see that, Micro? That brick wall ran right in front of my grill!
BURP

Okay, where's the **gorgeous GIRL** that's probably messed up in this murder?!

There **ARE** no gorgeous girls here!!

And you expect **me** to solve a **crime?! Forget it!** Come on, Kitty! Let's get **out** of here! No **girls!** No **help!**

Couldn't you at least GO OUT the **same hole** you **CAME IN!?**

That would be absolutely **no fun** for my **car!**

CRASH!

THERE IS NOTHING SUSPICIOUS ABOUT A GLEAMING BLACK TRUCK WITH SKIDS DRAGGING ALONG BEHIND IT AND A COMPLETE SERVICE STATION INSIDE. SO JUST MIND YOUR OWN BUSINESS!

Micro, you've gotten **real good** at driving your Kitty Car into this moving truck! Now, if you'll just learn to **hit the brake** a bit sooner!!

I've **TOLD** him that, but he **never listens!**

Shut up before I let the **air** out of your **tires!!**

YOU shut up... before I let the **air** out of your **hair style!** Without that **"wind-blown" look,** you're **NOTHING!**

LOOKING FOR MR. GOODWRENCH

Will you **stop** that **constant bickering?!?** I've called you here because there's a **story** in **today's paper** that just **doesn't seem to make any sense!** I think we should **look into it!** In a word...

The **President** of **Hoodwink Research Corporation** went on a **long business trip** ... and **disappeared** from the **face** of the **Earth!**

Wow! That **IS** a long trip!

Today's Paper

A STORY THAT JUST DOESN'T SEEM TO MAKE ANY SENSE!

Details on page 5

It seems that this guy had developed a liquid **so potent** that a person could swallow **one drop** and **not need food** or **drink** for a **whole year!**

However, there was just **one small problem!**

What was **that?**

The stuff **tasted** like **LIVER!**

SPORTS

PAUL NEWMAN WINS AUTO RACE. PAUL WILLIAMS COMES UP

While you gentlemen are discussing this week's caper, I'll **program Kitty** with **all the necessary information!** I **also** want to give it a **grease job!**

How come you pay so much attention to that **car,** and none to **me?!?**

Because I **KNOW** how to **turn the CAR off!!**

QUICK SAND

Micro, I think you should **check out this story!** The President's **young daughter** is running the company now, and she's got some **big responsibilities!!**

Oh, yeah? I **LOVE** girls with **big responsibilities!** I hope she wears **tight sweaters!!**

It's **really too bad** that **cars** can't get rid of their **owners** instead of the **other way around!**

ONE WAY

The **Hoodwink Research Corporation,** Kitty... as **fast** as **possible...!**

ZOOOOOMM

CHOKE

C'mon, Officer! **Everyone speeds** a little **ONCE** in a while!

SPEED a little?! You were doing **210-miles-an-hour** in a **20-mile-an-hour zone!** Didn't you see the **sign?**

Who can see a **speed limit sign** at **210 miles an hour?!**

PASS BELOW ONLY

KNVT

Y'know, that's our **67th speeding ticket this week!!**

Forget it!! I just used our **Computer Scan** to **erase** all our **violations** from the **State records!**

You're **so much more practical** than **Pac Man!**

And I **cost** so much **less** to **FEED, too!!** *Er*—**get it??**

Too bad you're not as **FUNNY** as Pac Man!!

I'm **Micro Knut ... Private Investigator!!**

How did your father **die...?**

What did the **Death Certificate** say?

I can see that we're going to get along **just great!** We **both** have the **same sharp, analytical minds!**

And I'm Vera Voluptuous... pushover broad!

The **usual!** He **stopped breathing!**

The **usual!** **Deceased!**

NICHOLSON FILE

EXON

I **know** your father invented a **liquid** that would **replace all food and drink,** but do you have **any idea** who might have wanted to **kill** him?

Every **farmer,** every **cattle rancher,** every **restaurant owner,** every **waiter,** every **waitress,** every **grocer,** everyone in the **beverage industry** ... everyone in the **world** who has anything to do with **food** or **drink!**

Hmm! It's a **pretty slim lead,** but what the heck, we'll check it out!!

BLAM! BLAM!

Someone killed my **father**— and now they want to kill **ME!!**

No... those bullets had **MY** [redacted] on them!!

Boy, **listen to Superman!!** A couple of panels back, you **couldn't even read** a **speed limit sign** at **210-miles-an-hour!** Now you're reading your **name** on some **speeding bullets?!** C'mon!

I don't think we're going to **catch them** at **this speed!!**

What are you **talking** about?! We're doing over **400-miles-an-hour!!**

I **know**... but in the **WRONG DIRECTION!** The gunmen drove off **the OTHER WAY!!**

SCREEECH

ZOOM

Did you ever think I could **turn around** that **fast?!?**

No... **never!!**

Okay... now we're **really** going to put on some speed! **Hang on!!**

SOME SPEED

Tower... this is **American #289** coming in for a landing! What **traffic** is in the area?

You have the **General** from **"The Dopes Of Haphazzard"** at **200 feet**...! You have the **truck** from **"The Brawl Guy"** at **500 feet**...! And you have some **"Knut Rider"** at **800 feet**...! So for God's sake, **be careful!**

I just **can't believe** this **dashboard**...!! **"Rocket Launcher"!?! "Bullet Deflector"?! "Bomb Detector"...?!** Where in the world do you **GET** something like this...?!?

Any Pontiac Dealer! Just tell him you want to order a **TransAm** with the **"JAMES BOND OPTION PACKAGE"!!**

Micro... my **Super-Scanner** shows that the car we're chasing has **stopped! See...?** It's over there in that **motel parking lot**...!

Okay... let's **check in** and see what we can **discover!** I'll go get us a **couple** of **rooms!!**

A **couple** of rooms?! Don't you think you and I could **share one room?**

We ARE!! The **other** room's for **the CAR!**

Did two gentlemen **check in here** recently?

Two **gentlemen? No!** Two **hoods? Yes!** I mean I could **TELL** they were **up to no good** from a **mile away!** They looked **exactly like** two guys who'd **murdered someone** for some kind of **SECRET FORMULA** and were now **on the run with it** because **someone** was **CHASING them!**

Hey, Buddy **Could you knock it off** and leave the **"DETECTIVE STUFF"** for **ME** and **my CAR?!?**

Why, it's **Vito Spumoni**... my **Dad's partner!**

Okay, you two! **Put 'em up!!**

The **man** is **Vito Spumoni** . con **artist... dope pusher** .. and **internationally wanted KILLER!**

He's **also MODEST!** He never includ ed **that** on his **RESUME** when my Dad **HIRED** him!

You **killed** my **father** so you could **keep** the **formula** all to **yourself** and make **millions** with it!!

Not true!! Your **father** wanted to package the liquid in a **BLUE box,** and **I** wanted to package it in a **GREEN box! I Killed him** over **ARTISTIC DIFFERENCES!!**

Are **we** supposed to **believe** that?

Listen . if you believe people can **actually live on a single drop of liquid** for a **year,** I figure you'll **believe anything!**

Don't worry, Micro! I have you **both covered!**

Who keeps **talking to you** through your **watch?**

My **car...!**

Hey... I said **YOU'd** believe anything— **not ME!!** Take **that!**

Micro!! Those **bullets** bounced **right off your chest!!**

I know... thanks to **Bunny,** the girl who takes care of **Kitty** and **me!!**

Does she make you wear a **bullet proof vest?**

No, she puts **too damn much STARCH** in my **tee shirts!!**

Micro, we're **really lucky!** Spumoni and his henchman are **getting away!!**

Yeah, **great!**

WHY is it **"great"** that they're **getting away??**

Now our **viewers'll** see more **DRIVING SCENES!** You sure don't think they tune in for **our ACTING,** do you?!?

Micro .. I have to make a **stop** at a **gas station!**

What are you **talking** about, Kitty?! **you** don't use **gas!**

I know! I've GOT gas! I have to use a **rest room!**

Sometimes . having a car that's **almost human** has its **disadvantages!**

Micro, it's **me** and **Bunny!** We just wanted to say **"good luck"!**

"Good luck"!?! That's IT?!?

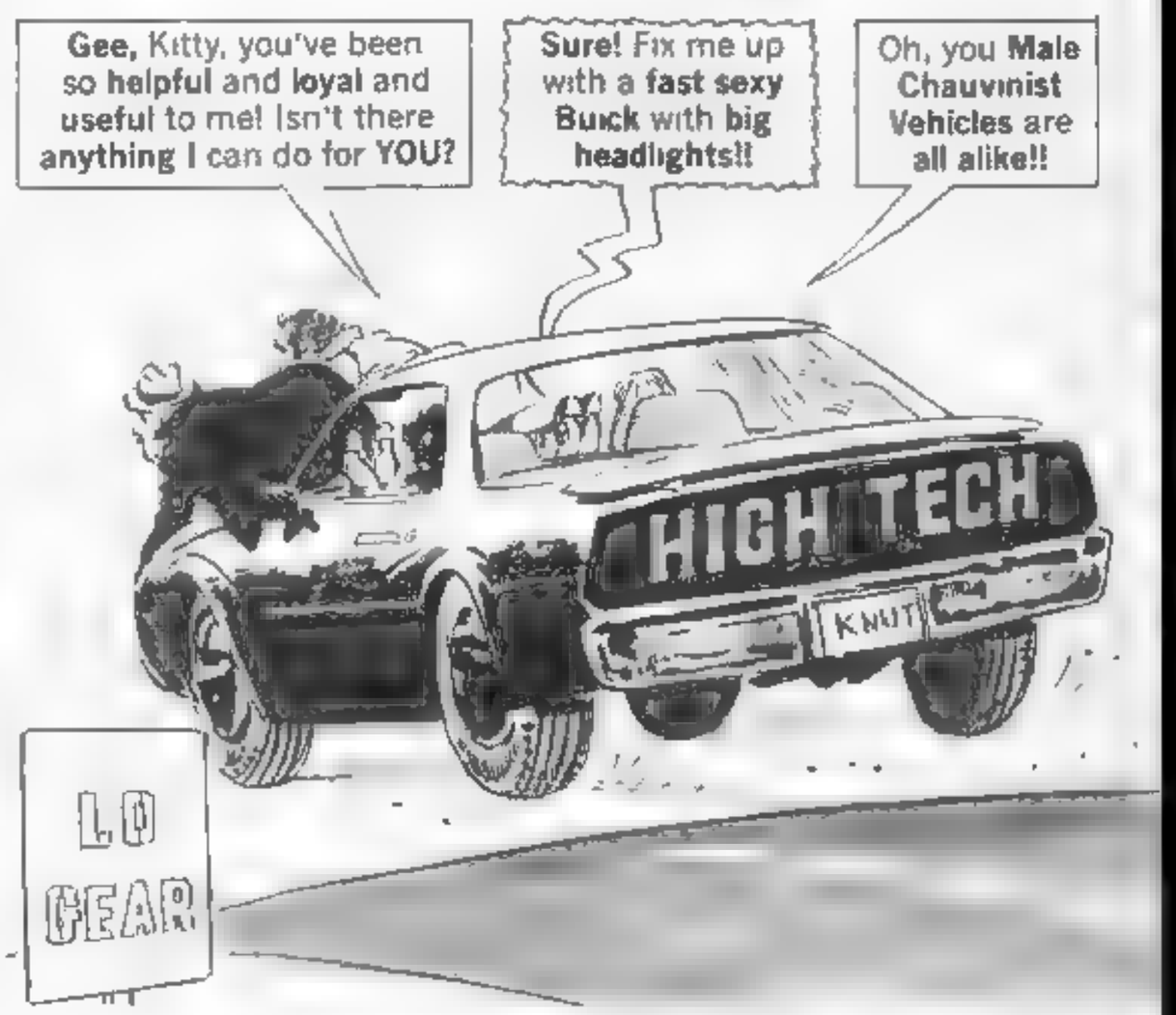
Well, we **also** wanted to get our **faces** on the **screen** for a few more seconds! I mean if Devil and I were on the screen **any LESS** in one of these one-hour shows, we could **PHONE our lines in!!**

POWER TO THE PEOPLE

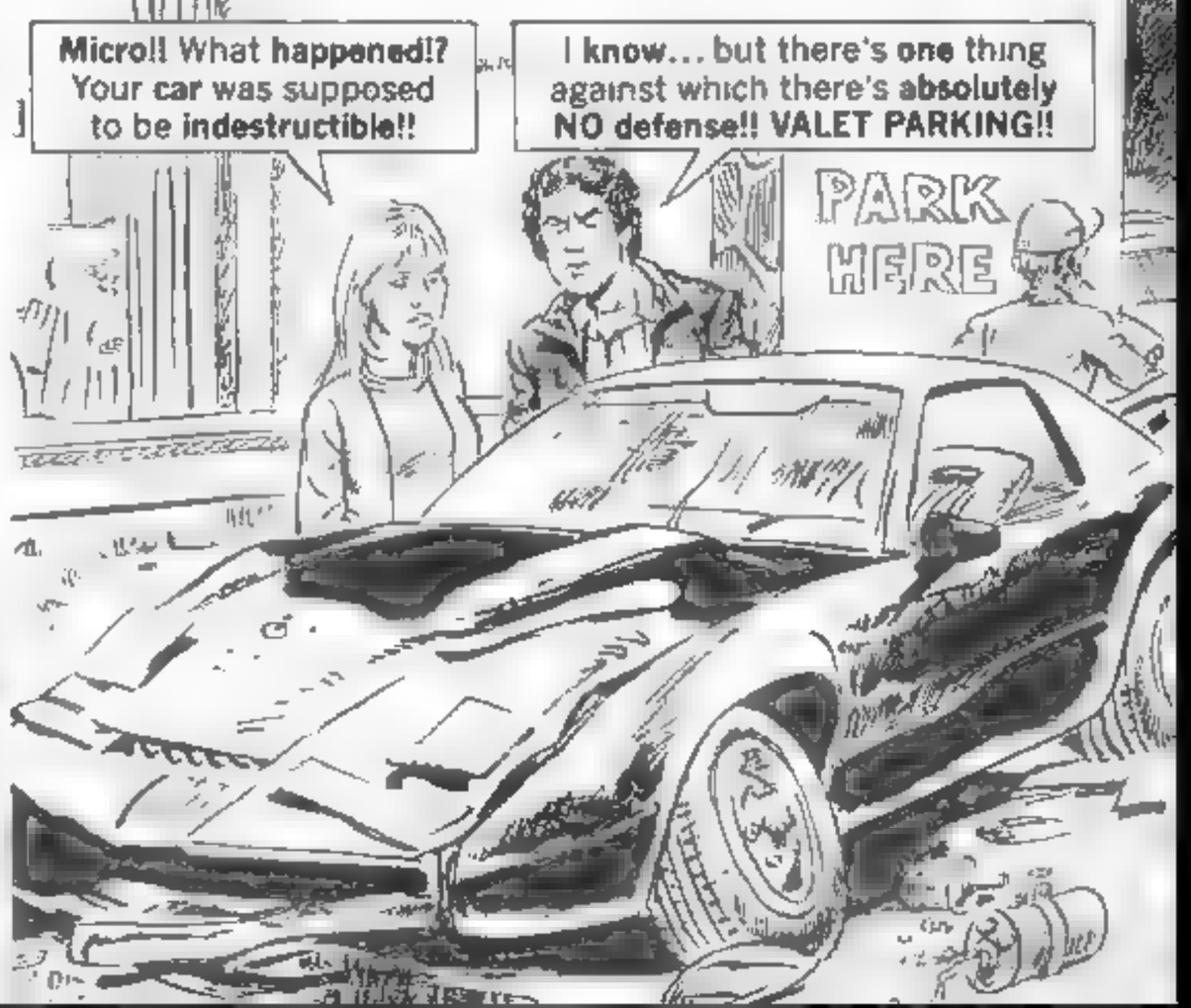
My God, Micro! We just knocked over four high-tension poles and shorted out the power in six cities! Did that save us a lot of time?!?
No, but it DID save us 25¢! We ALSO skipped over a Toll Plaza!

What's that alarm...??
That's the "End of the Show Coming Up" alert! It means Kitty has to stop screwing around— and catch the car we're chasing! So I just push this button, and presto!
If that's all it takes, how come you didn't push it EARLIER!?!
We had to get in all our commercials!!
BUZZ BUZZ
INSTRUCTIONS FOR BACK SEAT RIDERS
TAKE A BAG
OPEN IT
LEAN FORWARD
BARF"
BARF BAG

Kitty, now that you've caught the thugs, why are you squeezing them against that wall...??
I have my own special way of "grilling" suspects! Next, I drape them over my front, and drive them to the Police Station as my "hood ornaments"!
Your humor makes me "clutch" my throat! How about giving us a "brake"?
HOOD LOCK

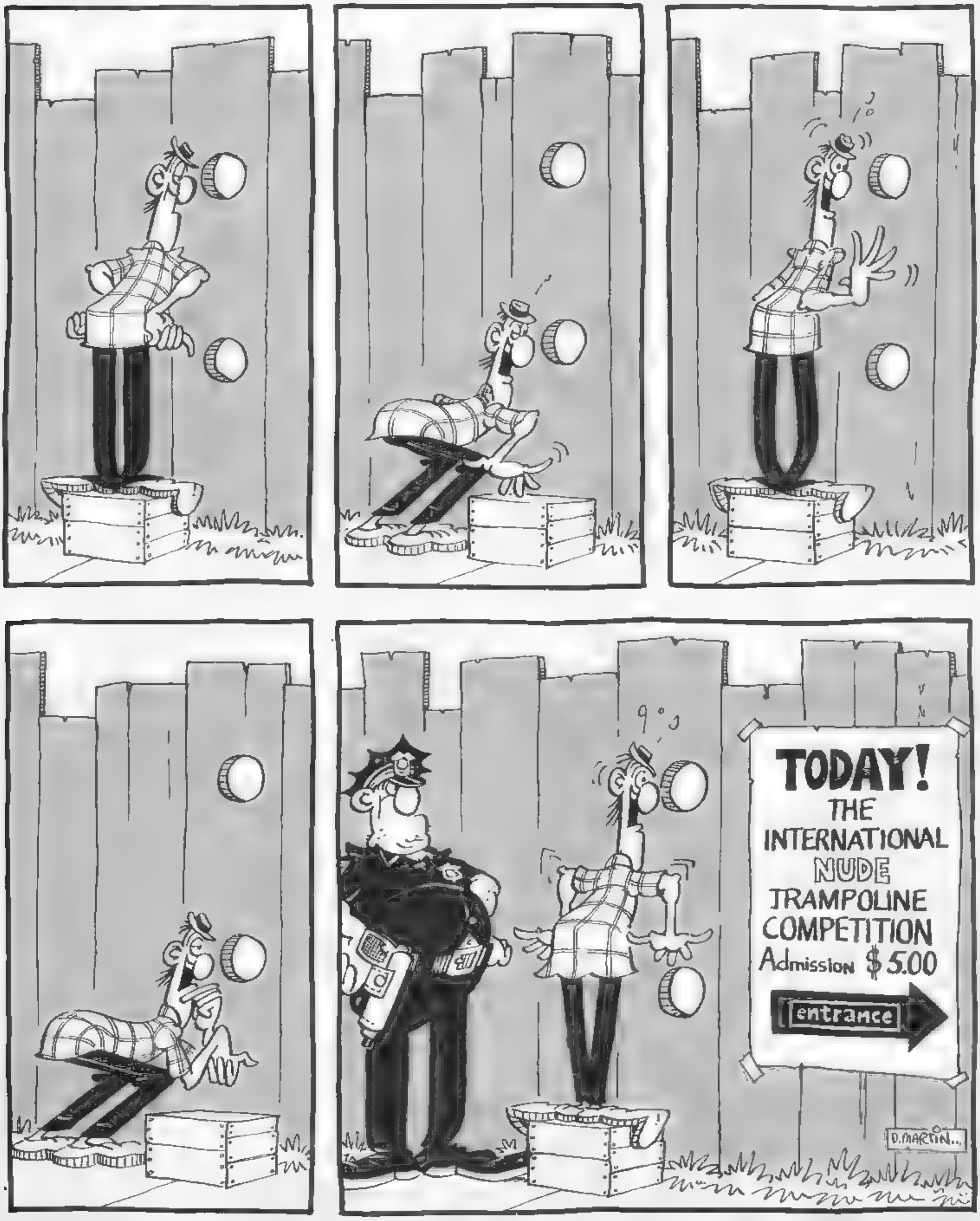

Gee, Kitty, you've been so helpful and loyal and useful to me! Isn't there anything I can do for YOU?
Sure! Fix me up with a fast sexy Buick with big headlights!!
Oh, you Male Chauvinist Vehicles are all alike!!
HIGH TECH
KNUT
LO GEAR

To Kitty Car, who caught the criminals!
I love that car...!
I know! I can tell you're mechanically inclined... by your acting... and your love-making!!
Micro! Get out of there, quick!
Why? Is it more criminals that need chasing??
No, it's the CHECK! It's COMING...!
Reserved for LOBS


Micro!! What happened!? Your car was supposed to be indestructible!!
I know... but there's one thing against which there's absolutely NO defense!! VALET PARKING!!
PARK HERE

DON MARTIN DEPT. PART I

ONE FINE DAY UPTOWN



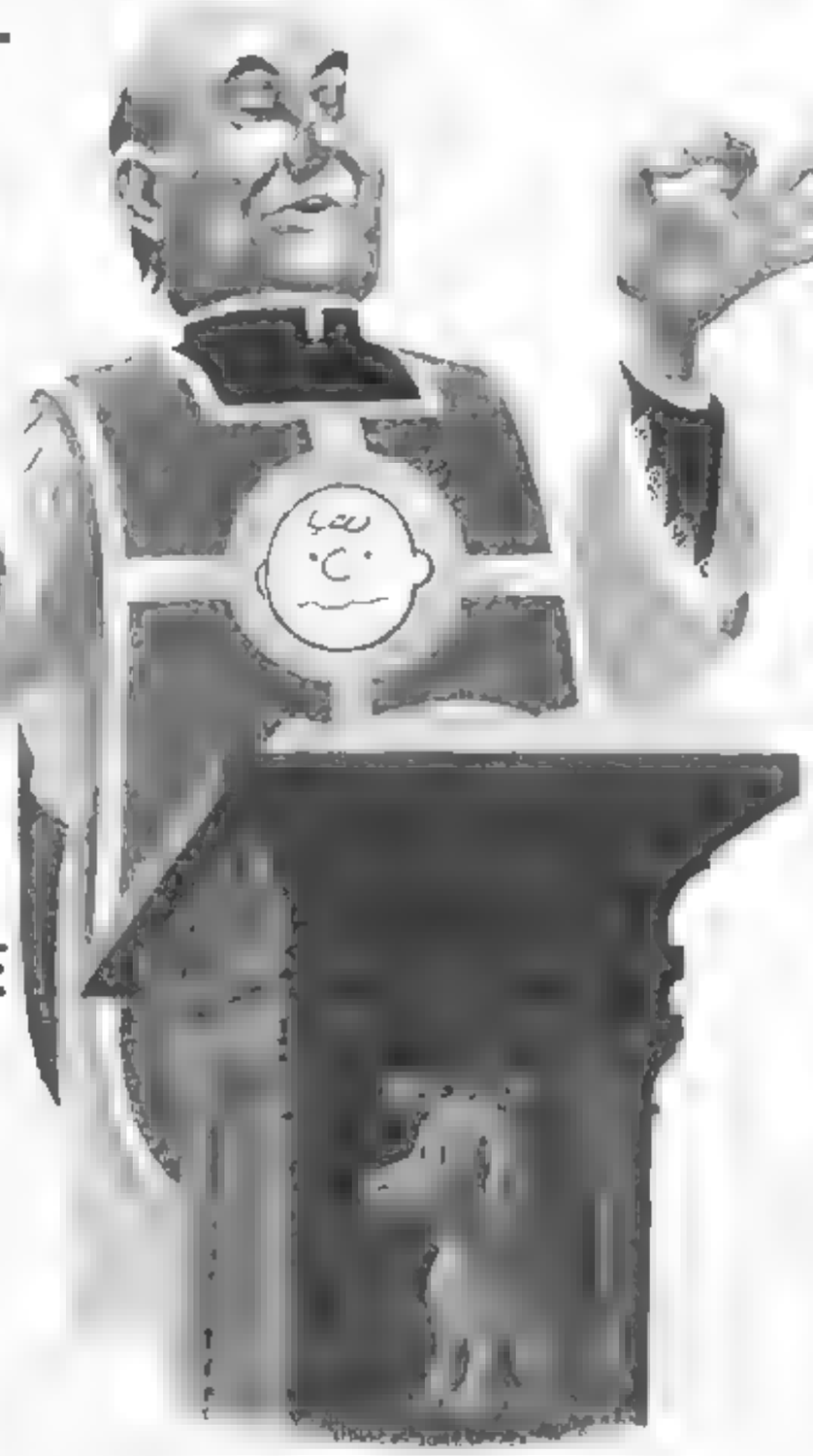
SALES PITS DEPT.

Wanna make a fast buck? Well, here's all you do: Take some cute little creature or popular movie hero, plaster his face on as many products as you can think of, and sell the hell out of him! This is called "merchandising", and it's making a fortune for a lot of smart

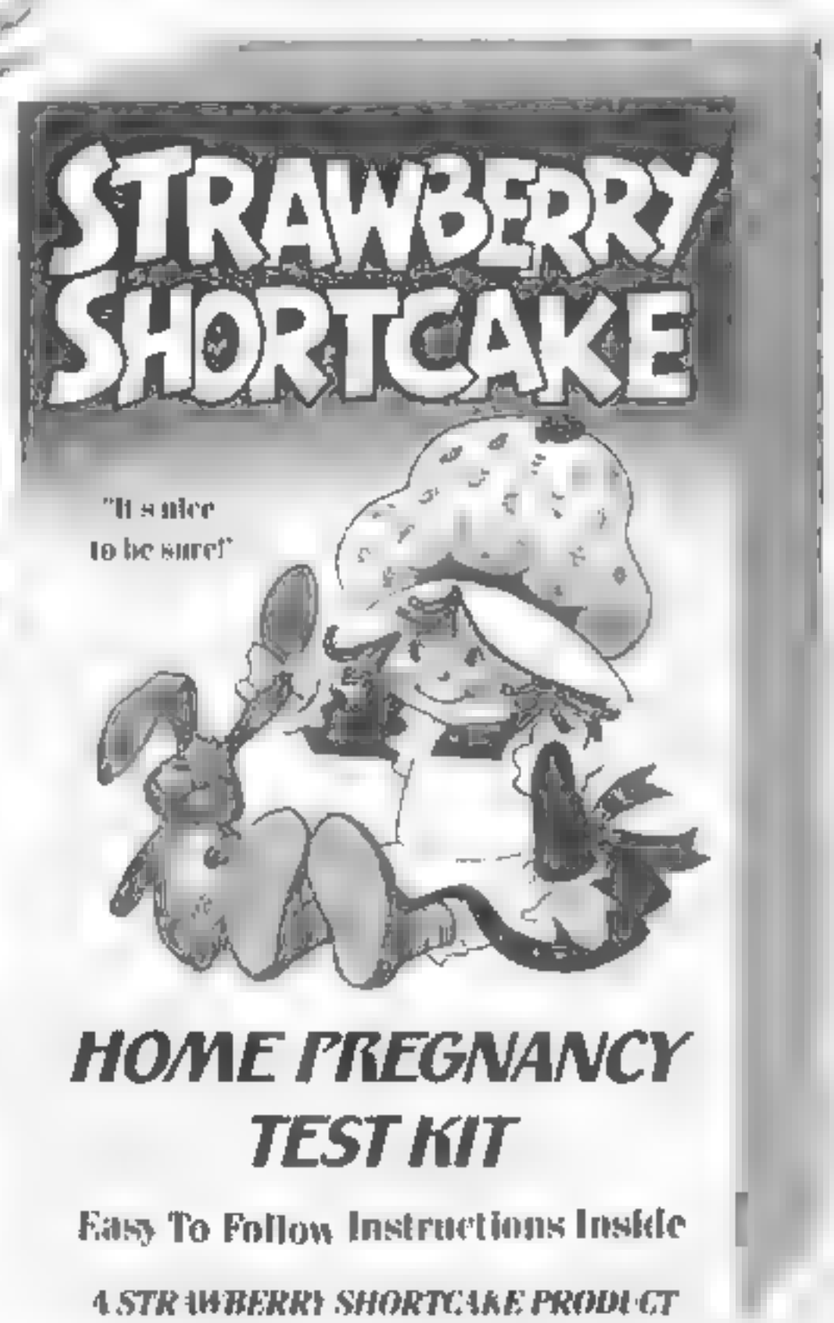
MERCHAND

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

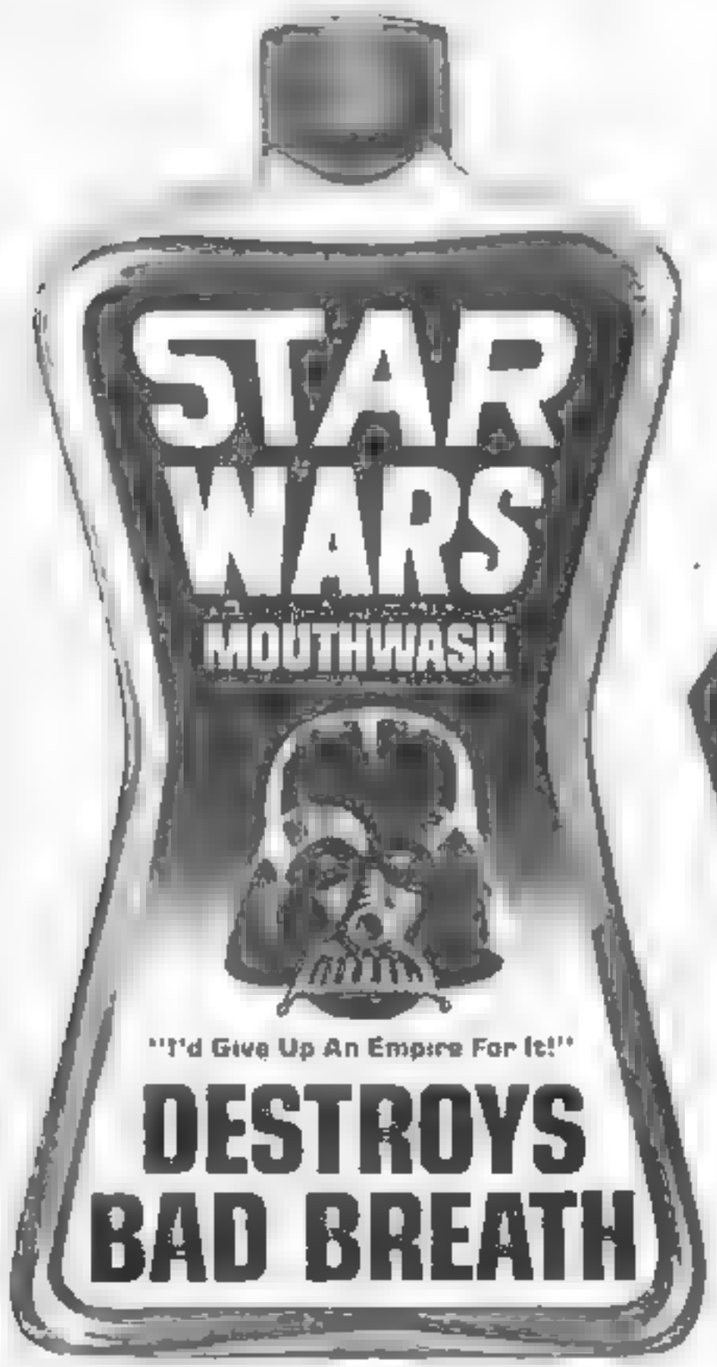
RELIGIOUS ATTIRE...



DO-IT-YOURSELF PRODUCTS...


STRAWBERRY SHORTCAKE
"It's nice to be sure!"
HOME PREGNANCY TEST KIT
Easy To Follow Instructions Inside
A STRAWBERRY SHORTCAKE PRODUCT

PERSONAL HYGIENE PRODUCTS...



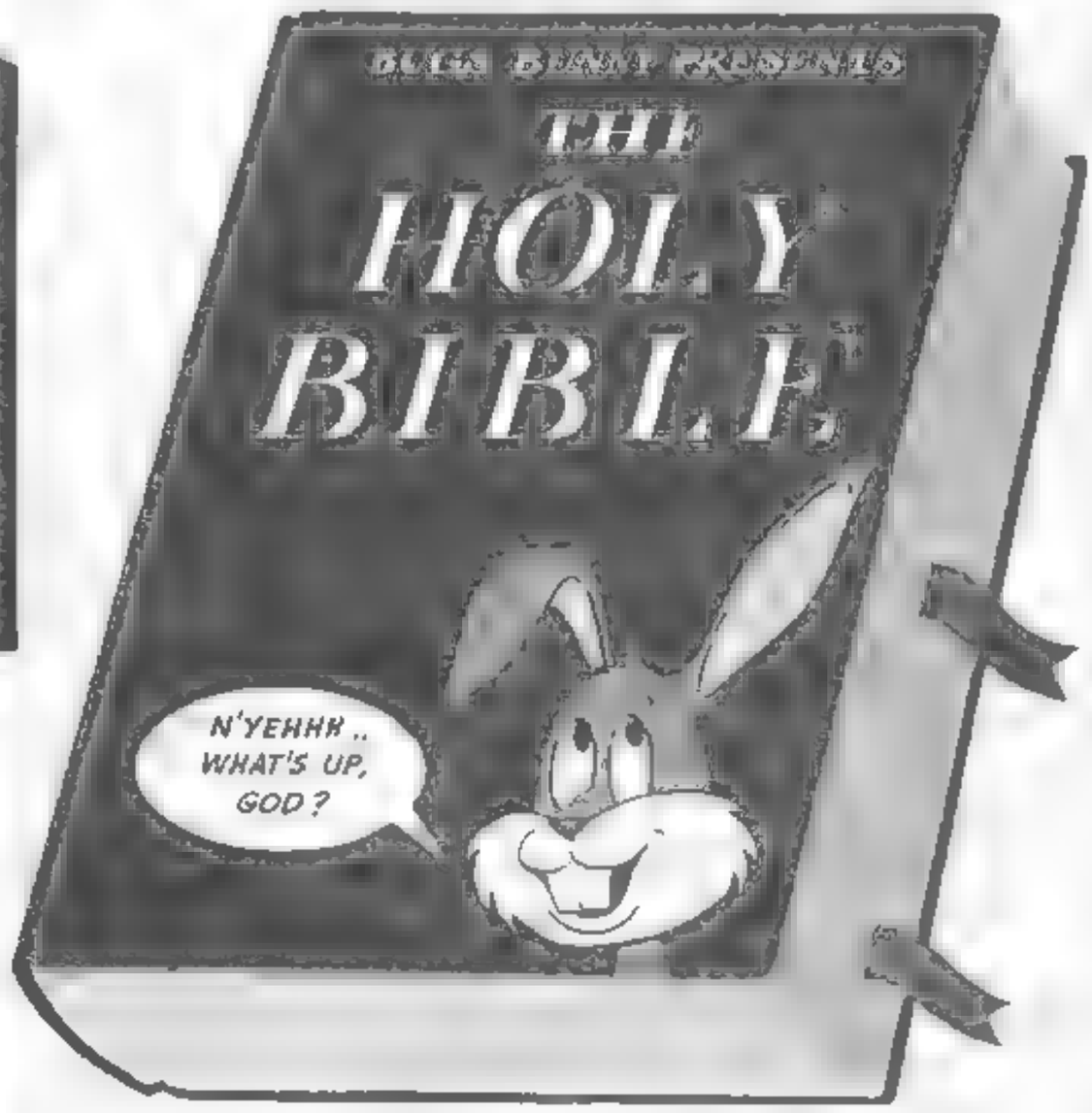
PACKAGED MEAT PRODUCTS...

promoters these days. Their items range from drinking mugs to bedspreads, from notebooks to knapsacks! And they're not finished with us yet! MAD feels that it's only a matter of time before these money-hungry promoters will be offering us the following assortment of

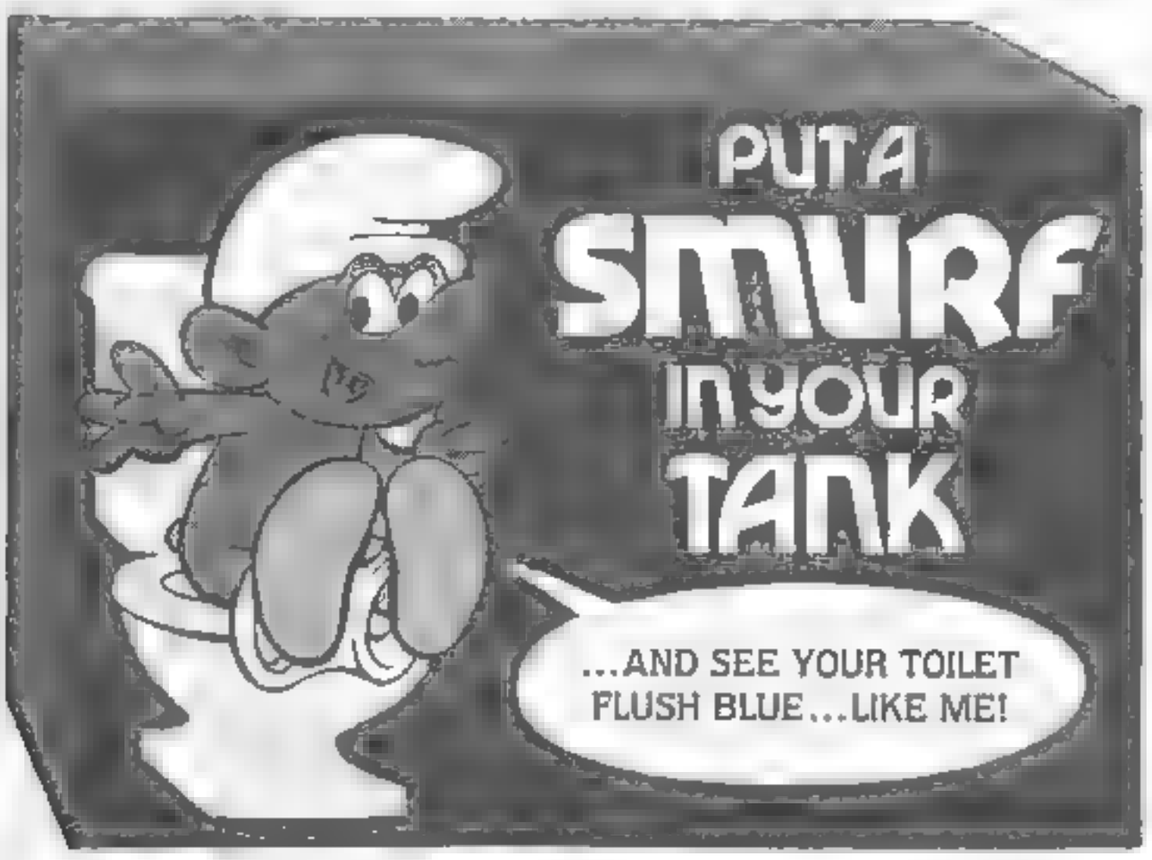
DISING WE'RE ALMOST SURE TO SEE...AND HATE!

DRUG PRODUCTS...

PUBLICATIONS...



HOME PRODUCTS...



AND, FINALLY, FOR GOING OUT IN STYLE...

HOW DO YOU SCORE? DEPT.

ARE YOU SEX

Question 1:
DO YOU HAVE HAIR ON YOUR CHEST?

If "yes," add five points.

If "yes," but you're a girl, subtract five points. . . . . .—

Question 2:
DO YOU WEAR SKIN-TIGHT JEANS?

If "yes," add one point. . . .—

If those "skin-light" jeans were "loose" twenty pounds ago, subtract three points. .

Question 5:
DO YOU SEND GIFTS TO YOUR GIRLFRIENDS?

If "yes," add three points . . .—

If you send them C.O.D. subtract five points . . . . . .—

Question 6:
DO YOU SHOW A GIRL A GOOD TIME WITH FANCY EATING AND BRIGHT CONVERSATION?

If "yes," add three points . . .—

If you show her what you're eating during the conversation, subtract four points. . . . . .

Question 9:
DO WOMEN LAUGH AT THE THINGS YOU SAY?

If "yes," add five points . . .

If women laugh at what you say mainly when you ask them for a date, subtract three points. .

Question 10:
DO WOMEN LIKE TO RUN THEIR FINGERS THROUGH YOUR HAIR WHENEVER THEY CAN?

If "yes," add six points . . . .—

If your hair comes off in their hands, subtract five points. .

KY? TAKE THIS MAD MAGAZINE TEST

ARTIST: PAUL COKER WRITER CHRIS HART

Question 3:
DO YOU ALWAYS GET KISSED AFTER A DATE?

If "yes," add three points . .

If kiss is from your worried mother, subtract two points . . . . . .

Question 4.
DO YOU DO "THE BUMP" WHEN DANCING?

If "yes," add one point. . . .

If you also do "the bump" when you're not dancing, subtract two points . . . . . .

Question 7:
DO OWNERS OF FANCY RESTAURANTS...OR THEIR MAITRE D'S...CALL YOU BY NAME?

If "yes," add two points . . .

If the name they call you is "cheapskate," "tightwad," etc. subtract two points . . . . . .

Question 8:
DO YOU WEAR WEIRDLY COLORED UNDERWEAR?

If "yes," add five points . . .

If that "colored" underwear used to be "white" six months ago, subtract nine points. . .

Question 11:
DO YOU HAVE A WARM HANDSHAKE?

If "yes," add two points . . . .

If it's "warm" because you've just been scratching your privates, subtract six points . .

SCORING

QUESTION 1	____
QUESTION 2	____
QUESTION 3	____
QUESTION 4	
QUESTION 5	
QUESTION 6	
QUESTION 7	____
QUESTION 8	____
QUESTION 9	
QUESTION 10	____
QUESTION 11	____
TOTAL POINTS...	

IF YOU SCORED 30-35
You are sexy, stylish and debonair...a dreamboat. Unfortunately, you'll be very lonely because you'll never find anybody as fantastic as yourself to go out with

IF YOU SCORED 20-30
You're no dreamboat. You'll never make it with anybody really appealing. But be comforted to know that other clods like you would be thrilled to go out with you

IF YOU SCORED 10-20
You belong more in the vegetable than animal kingdom. We're talking about cauliflowers and beets...gross veggies like that. You'll never make it with humans

IF YOU SCORED 0-10
As far as sex-appeal is concerned, God has punished you for something you did in a past life. Become a monk or a nun

IF YOU SCORED BELOW 0
There are many painless ways to commit suicide. Try one. It's the only way out

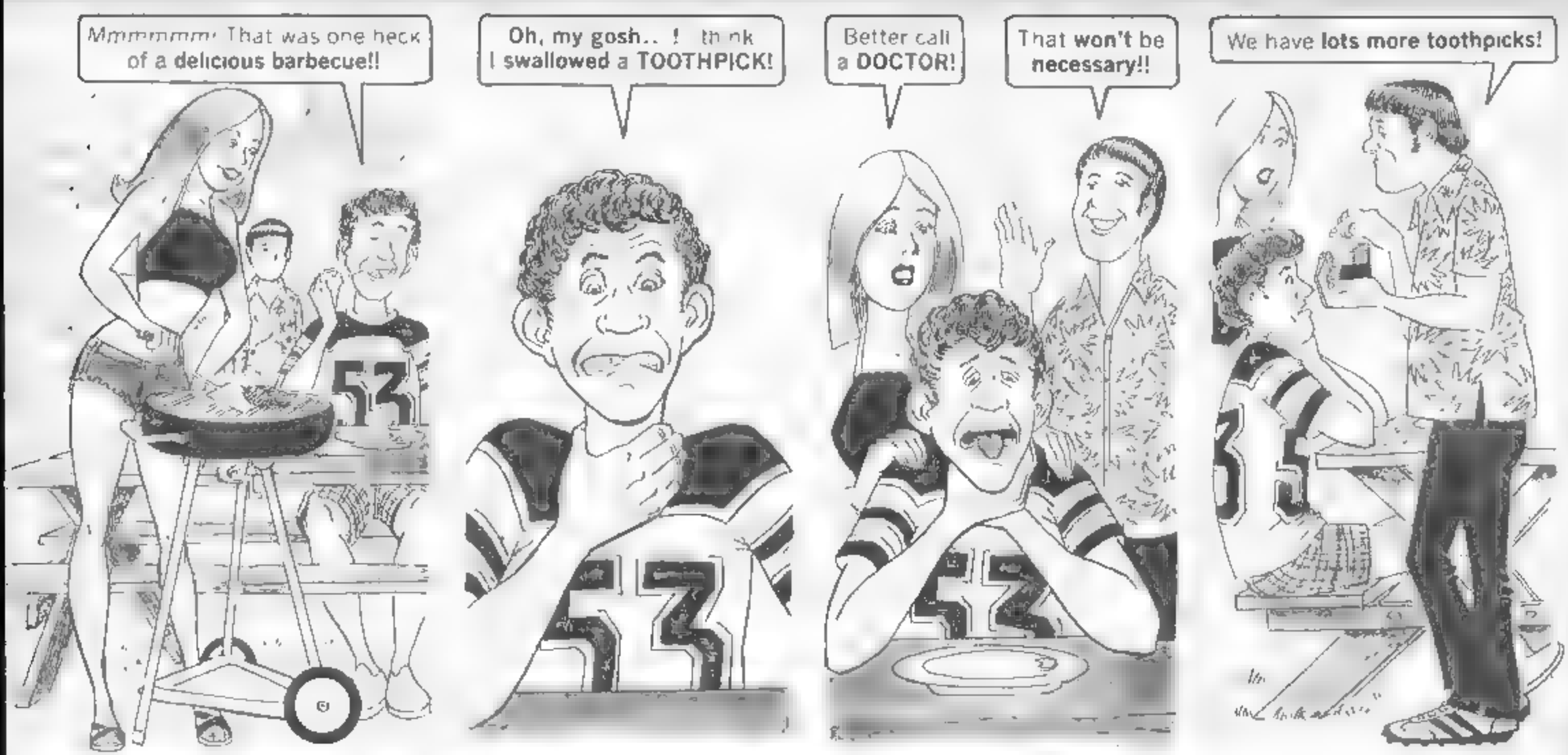
COMPARISONS

Are you playing with that **video game** again? What about **studying?!** What about **homework?!**
Ahhhh school is such a **bore!**
Listen, bum! When **Abraham Lincoln** was your age, he **walked ten miles** to school!
When **Abraham Lincoln** was your age, he did his **homework** by **fire-light!!**
And when **Abraham Lincoln** was **YOUR** age, he was **President of the United States!!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

EMERGENCIES


Mmmmmm! That was one heck of a **delicious barbecue!!**
Oh, my gosh.. ! I think I swallowed a TOOTHPICK!
Better call a **DOCTOR!**
That **won't** be **necessary!!**
We have **lots more toothpicks!**

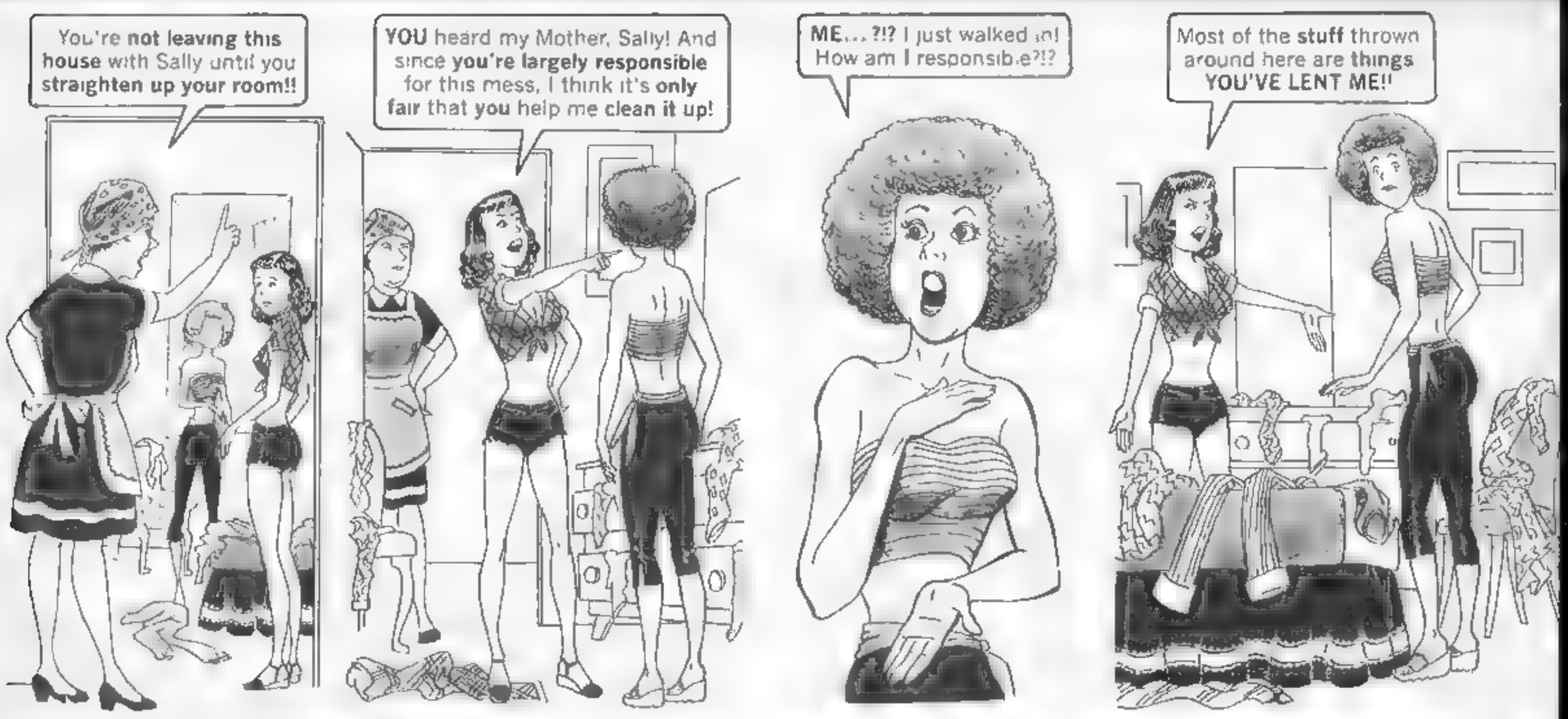
BABY SITTERS

Okay **good**! Then you'll **be** here at **7.30 sharp!!**
I ca led all the **baby sitters**, and **nobody** cou d come on such **short notice!** Finally I got **Mary Lou Finkle!**
Oh, **NO!** Not **Mary Lou!!**
Al she does is **EAT us out of house and home**, and **never once** looks in on the **baby!**
Not to worry... !!
I I just move the **refrigerator** into the **baby's room!!**

R SIDE OF...

ARTIST & WRITER
DAVE BERG

GUILT


You're **not leaving this house** with Sally until you **straighten up your room!!**
YOU heard my Mother, Sally! And since **you're largely responsible** for this mess, I think it's **only fair** that **you** help me **clean it up!**
ME...?!? I just walked in! How am I responsib.e?!?
Most of the **stuff** thrown around here are **things YOU'VE LENT ME!!**

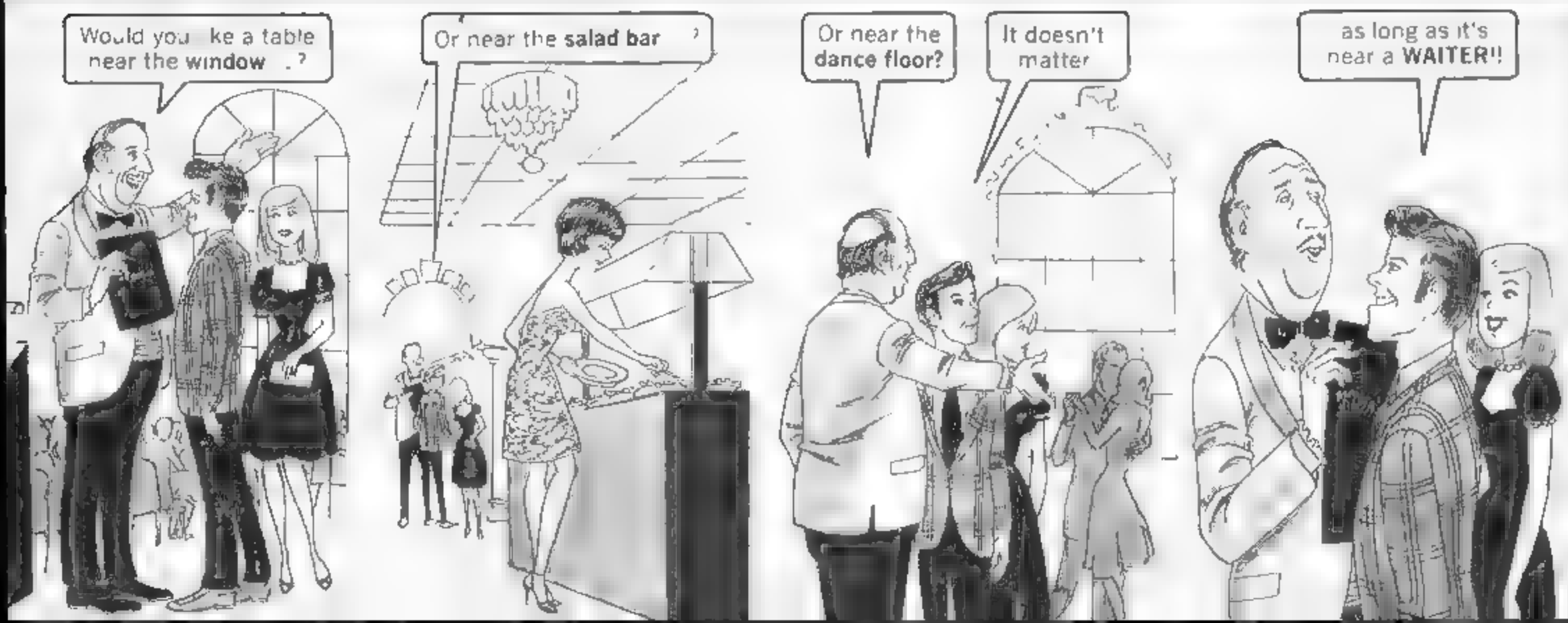
SPLITSVILLE

I—I've **come home** for **good,** Mom! Ralph and I are **getting a divorce!!**
Oh you **poor dear!** Well... be glad you're **rid** of the no good bum!!
It **wasn't** a l **his** fault Mom **I'm** partially to blame, **too!!**
We **both** made **so many** mistakes!
Of course you d d. Dear... I
THAT's what "**First Marriages**" are **FOR!!**

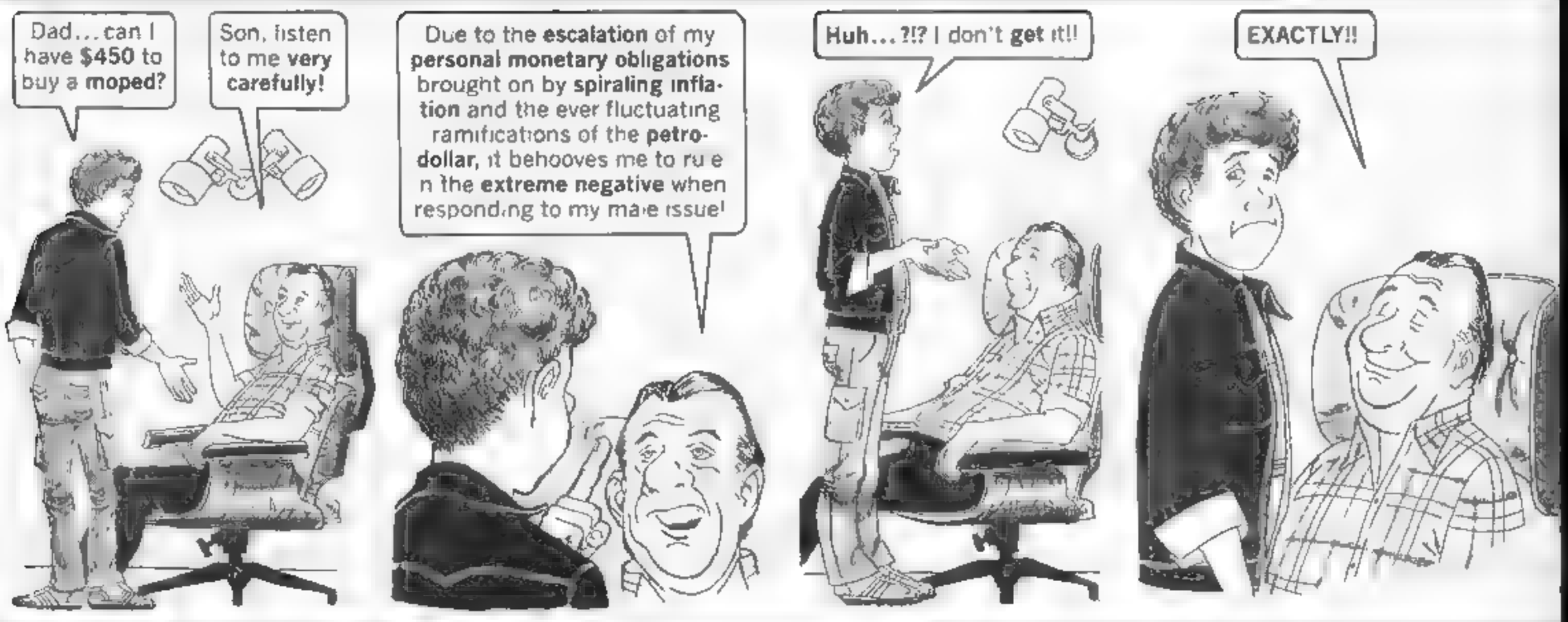
OLD AGE

TRAVELING

EATING OUT


Would you ke a table near the **window** .?
Or near the **salad bar** ?
Or near the **dance floor?**
It doesn't matter
as long as it's near a **WAITER!!**

ANSWERS

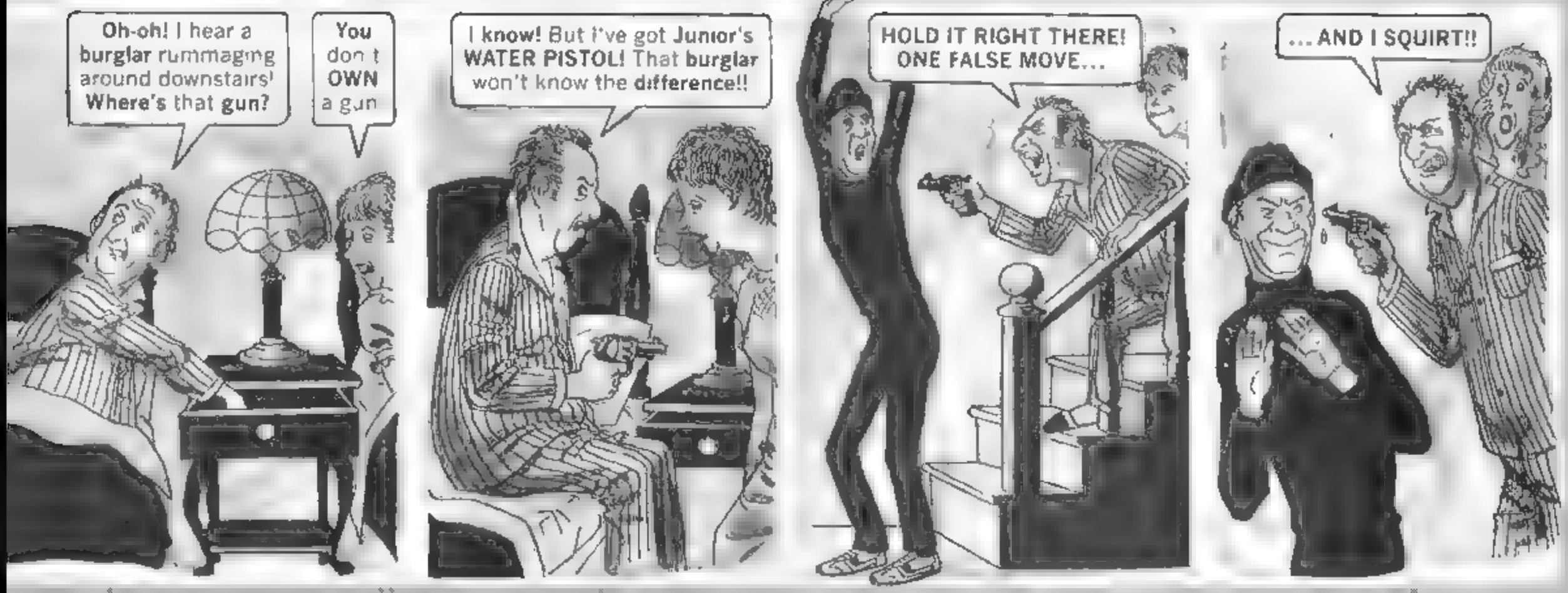

Dad... can I have $450 to buy a moped?
Son, listen to me very carefully!
Due to the escalation of my personal monetary obligations brought on by spiraling inflation and the ever fluctuating ramifications of the petro-dollar, it behooves me to rule on the extreme negative when responding to my male issue!
Huh...?!? I don't get it!!
EXACTLY!!

FAST FOOD JOINTS

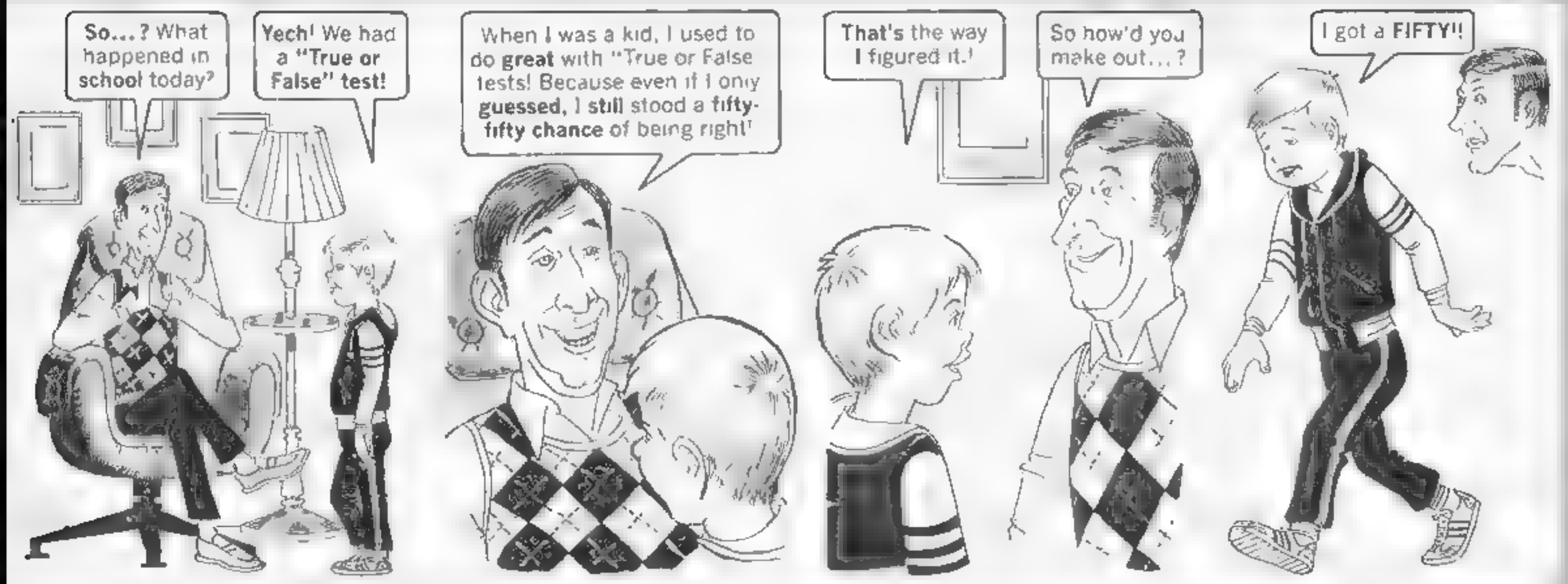
NEIGHBORS

BANG! BANG!
I'm your next door neighbor trying to live a life of quiet desperation... and you people are driving me out of my mind!!
Huh? I don't know what you're complaining about! We don't play our stereo loud, we don't have any screaming fights, we don't throw noisy parties! So what in heck is bugging you?!
STOP COOKING ALL THAT DELICIOUS-SMELLING FOOD, WHEN I'M TRYING TO STAY ON A DIET!!

HANDGUNS


Oh-oh! I hear a burglar rummaging around downstairs! Where's that gun?
You don't OWN a gun
I know! But I've got Junior's WATER PISTOL! That burglar won't know the difference!!
HOLD IT RIGHT THERE! ONE FALSE MOVE...
...AND I SQUIRT!!

EXAMS

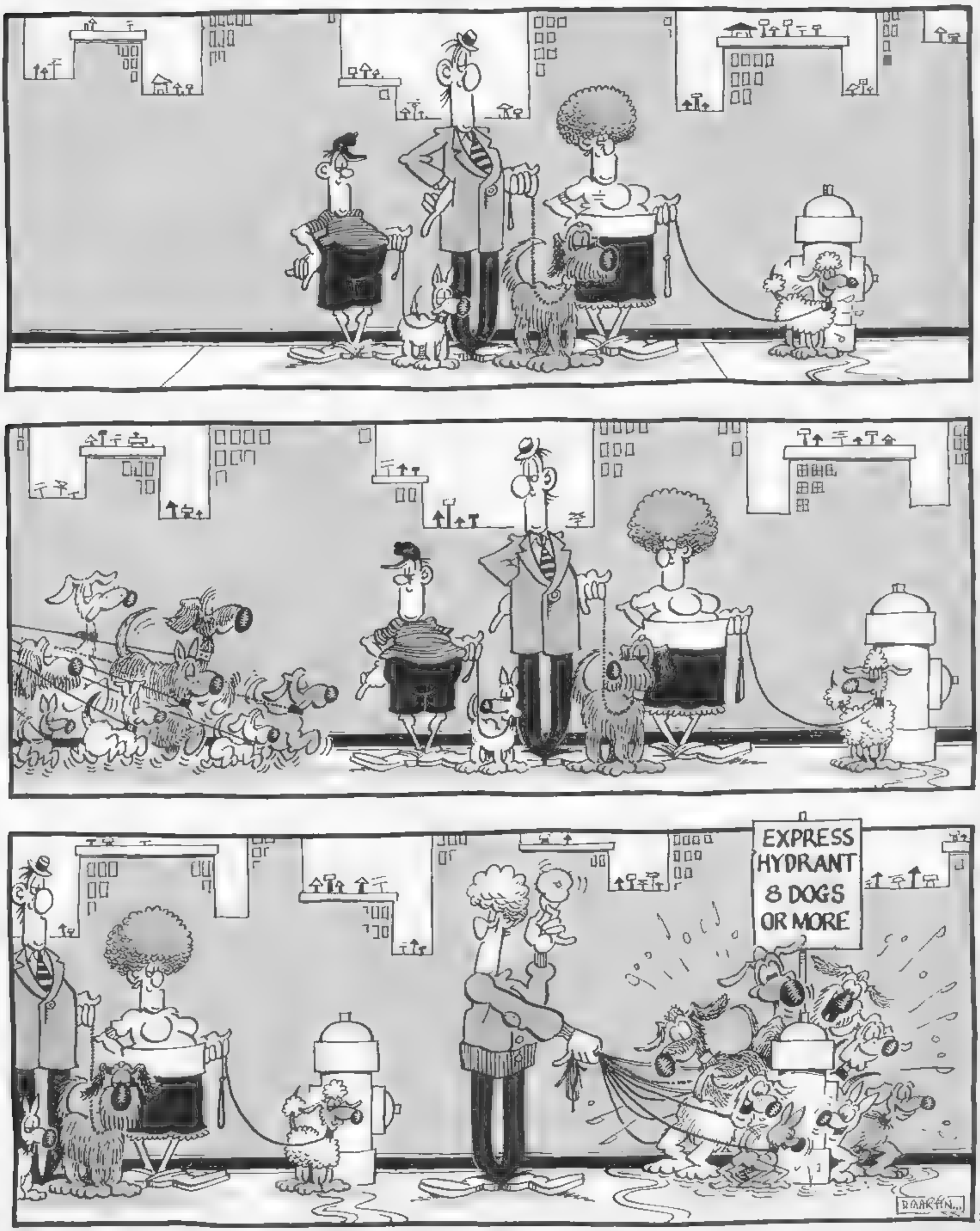

So...? What happened in school today?
Yech! We had a "True or False" test!
When I was a kid, I used to do great with "True or False tests! Because even if I only guessed, I still stood a fifty-fifty chance of being right!
That's the way I figured it.
So how'd you make out...?
I got a FIFTY!!

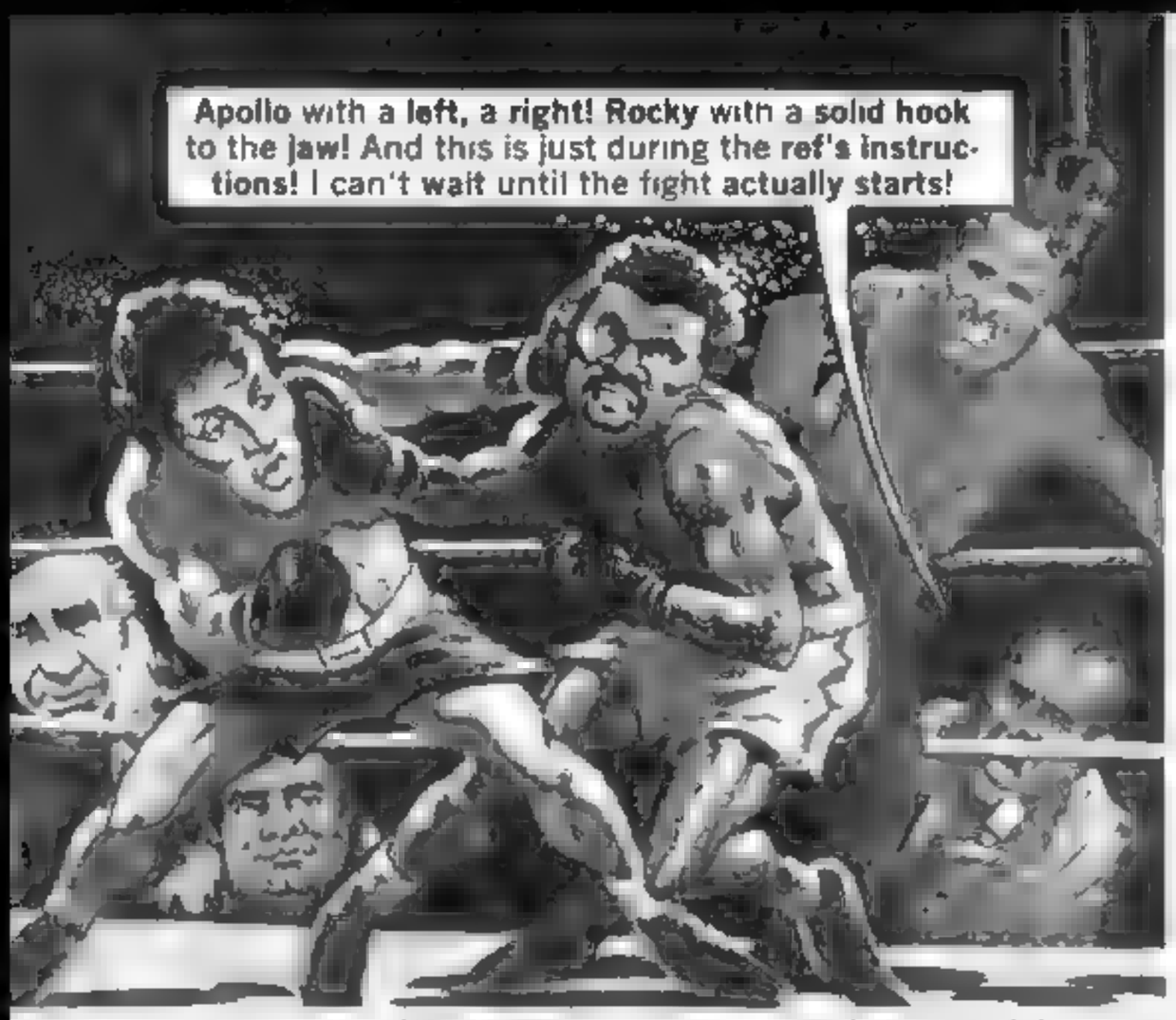
RUNNING

On your mark!
Get set!
GO!!
677
That's fantastic!! Looks like Roger Kaputnik just broke the world's record! One minute, twenty-three and three-tenths seconds!
That's the FASTEST that ANYBODY ever dropped out of a Marathon Race!!
David Berg

DON MARTIN DEPT. PART II

ONE FINE DAY DOWNTOWN




Apollo with a left, a right! Rocky with a solid hook to the jaw! And this is just during the ref's instructions! I can't wait until the fight actually starts!

...In every fight flick, more punches land in one minute than are thrown in dozens of real fights.

...In every political movie, a President who seems more inspiring than the real man in the White House.

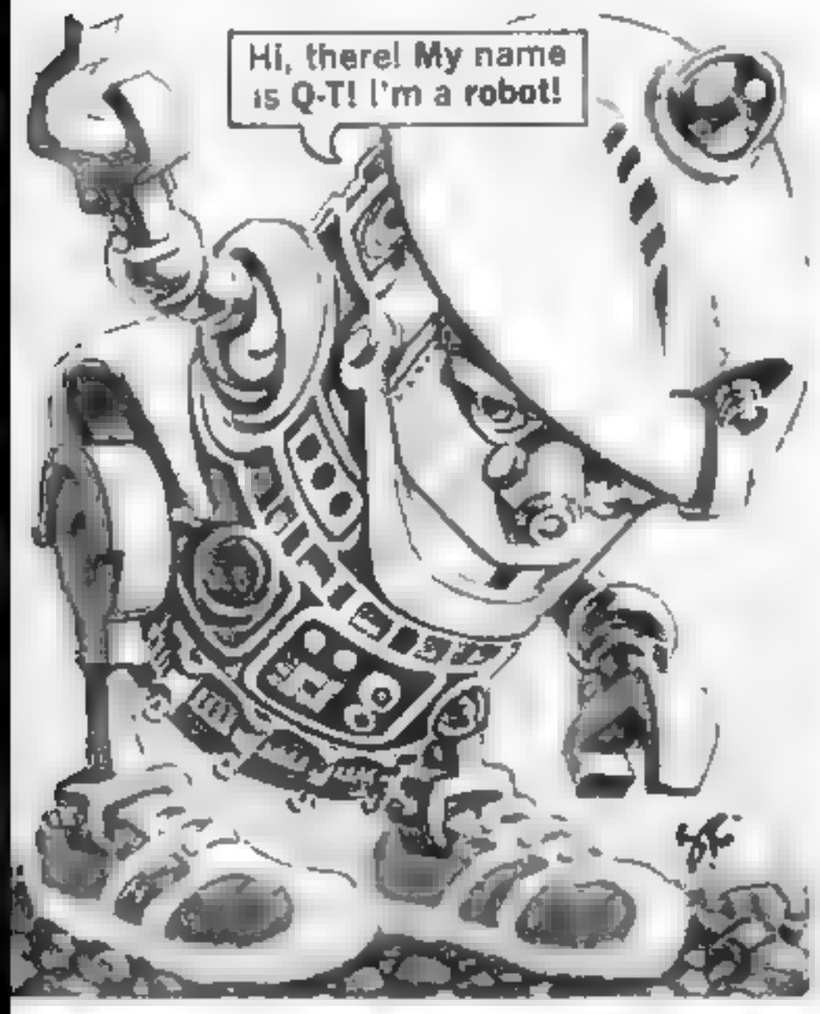
Good dog! Your calculations are correct! The satellite will be safe!
Rover will play fetch with you later, Junior! He's busy right now!
Space Ace

...In every Disney film, an animal that is smarter than anybody in the picture... or in the audience.

DEJA VIEWS DEPT.

WHEN YOU MOVIES YO SURE OF

ARTIST: JACK RICKARD



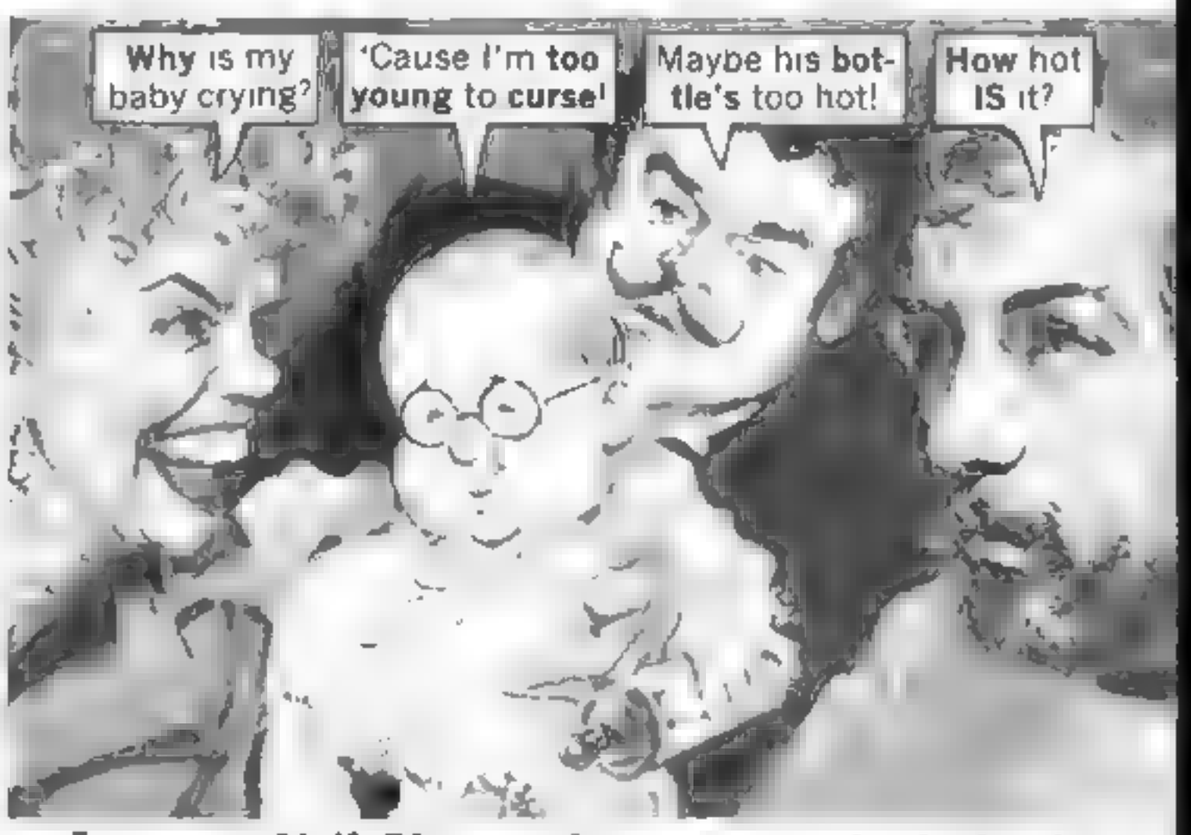
...In every science fiction film, a cute robot.

...In every film about truck drivers, the drivers portrayed as heros while the cops who try to enforce the safety laws are portrayed as the heavies.

...Coming Attractions that are much more exciting than the movie they're advertising.

...At every R-rated film where no one under 18 is supposed to be admitted, a theatre full of kids under 18.

GO TO THE)U CAN BE SEEING...



...In every Neil Simon picture, everybody in the film talking like a second-rate standup comedian.

WRITER: LARRY SIEGEL

...In every film featuring Chevy Chase, several shots of Chevy falling down.

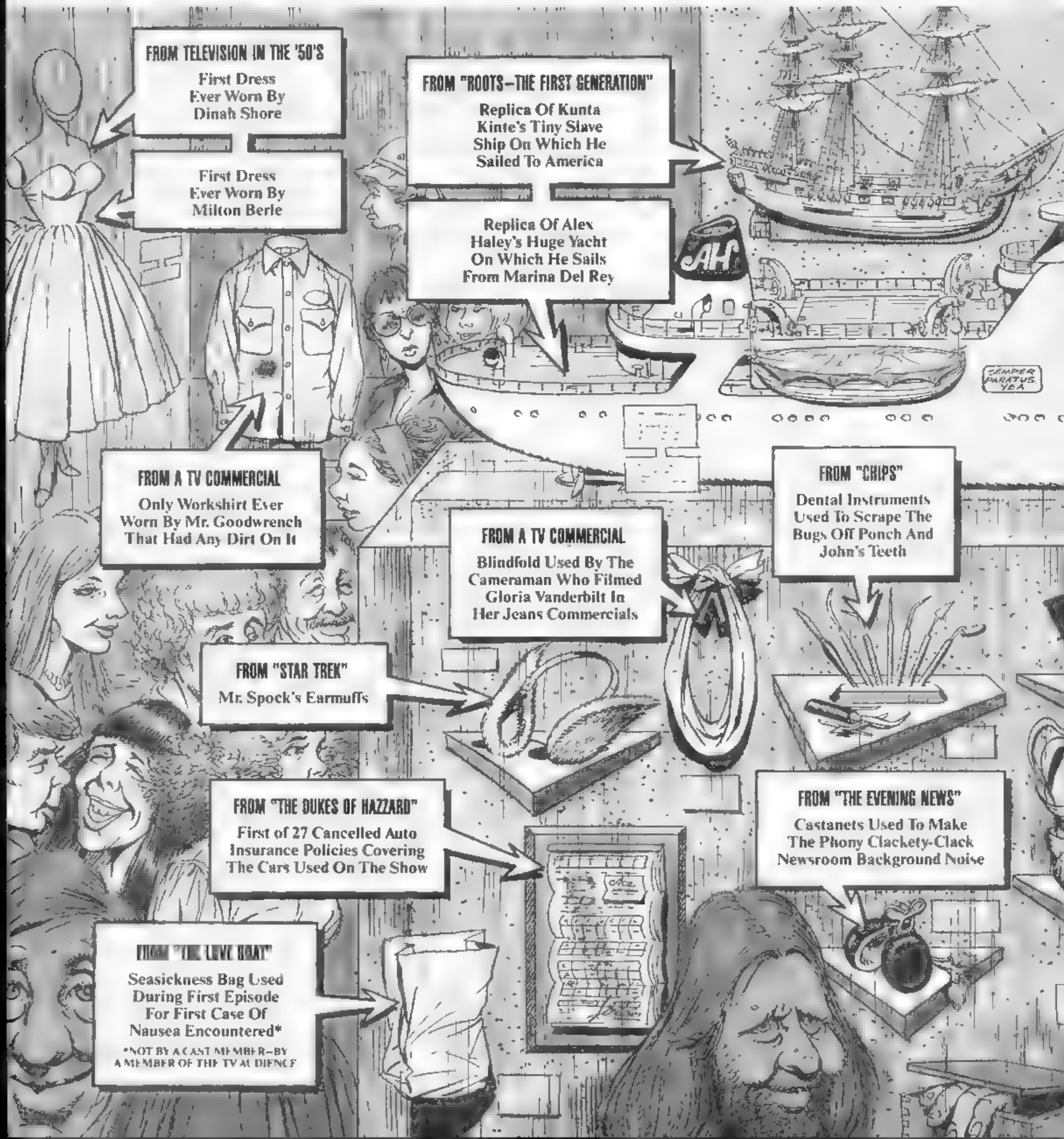
...At every Mel Brooks movie, people laughing hysterically over body functions they would normally consider disgusting.

PROP CORN DEPT.

The respected and revered Smithsonian Institute recently added two items to its collection that surprised a lot of people. One was Archie Bunker's *chair* from the TV show "All In The Family," and the other was Fonzie's *leather jacket* from the TV show "Happy Days." These additions may have surprised a lot of people, but we at MAD weren't

FUTURE SMITHSONIAN E

ARTIST: GEORGE WOODBRIDGE


FROM TELEVISION IN THE '50'S
First Dress Ever Worn By Dinah Shore
First Dress Ever Worn By Milton Berle
FROM "ROOTS—THE FIRST GENERATION"
Replica Of Kunta Kinte's Tiny Slave Ship On Which He Sailed To America
Replica Of Alex Haley's Huge Yacht On Which He Sails From Marina Del Rey
AH
SEMPER PARATUS YEA
FROM A TV COMMERCIAL
Only Workshirt Ever Worn By Mr. Goodwrench That Had Any Dirt On It
FROM A TV COMMERCIAL
Blindfold Used By The Cameraman Who Filmed Gloria Vanderbilt In Her Jeans Commercials
FROM "CHIPS"
Dental Instruments Used To Scrape The Bugs Off Ponch And John's Teeth
FROM "STAR TREK"
Mr. Spock's Earmuffs
FROM "THE DUKES OF HAZZARD"
First of 27 Cancelled Auto Insurance Policies Covering The Cars Used On The Show
FROM "THE EVENING NEWS"
Castanets Used To Make The Phony Clackety-Clack Newsroom Background Noise
FROM "THE LOVE BOAT"
Seasickness Bag Used During First Episode For First Case Of Nausea Encountered*
*NOT BY A CAST MEMBER—BY A MEMBER OF THE TV AUDIENCE

surprised. We were appalled! Not just because the legend of the Fonz is now enshrined under the same roof as the original Star Spangled Banner, but because of the precedent established. Can you imagine what TV memorabilia the Smithsonian will collect next? No? Well, that's what we're here for... to help clods with no imagination imagine...

XHIBITS FROM TV LAND

WRITER: DENNIS SNEE

FROM "B.J. AND THE BEAR"

Photo of "The Bear" And The NBC Executive Who Approved The Idea For The Show

FROM "THE INCREDIBLE HULK"

Green Body Make-Up And Its Applicator Used On The Hulk

FROM "CHARLIE'S ANGELS"

Revolving Door Through Which Replacement Angels Came And Went During Show's Final Seasons

FROM A TV COMMERCIAL

Bankruptcy Notice Of First Airline To Go Out of Business Due To Millions Wasted On Fuel Burned For Take-Offs And Landings Of Empty Planes While Filming Commercials

FROM A TV COMMERCIAL

Master Key Used By Mrs. Olsen To Enter All The Kitchens She Inexplicably Showed Up In

FROM "LITTLE HOUSE"

Average Size Box Of Kleenex Used By A Family of Four While Watching A Typical Tear-Jerking Episode

FROM A TV COMMERCIAL

Smelling Salts Used To Revive Kid In "Coke" Ad After He Got A Whiff Of Mean Joe Greene's Jersey

FROM A TV COMMERCIAL

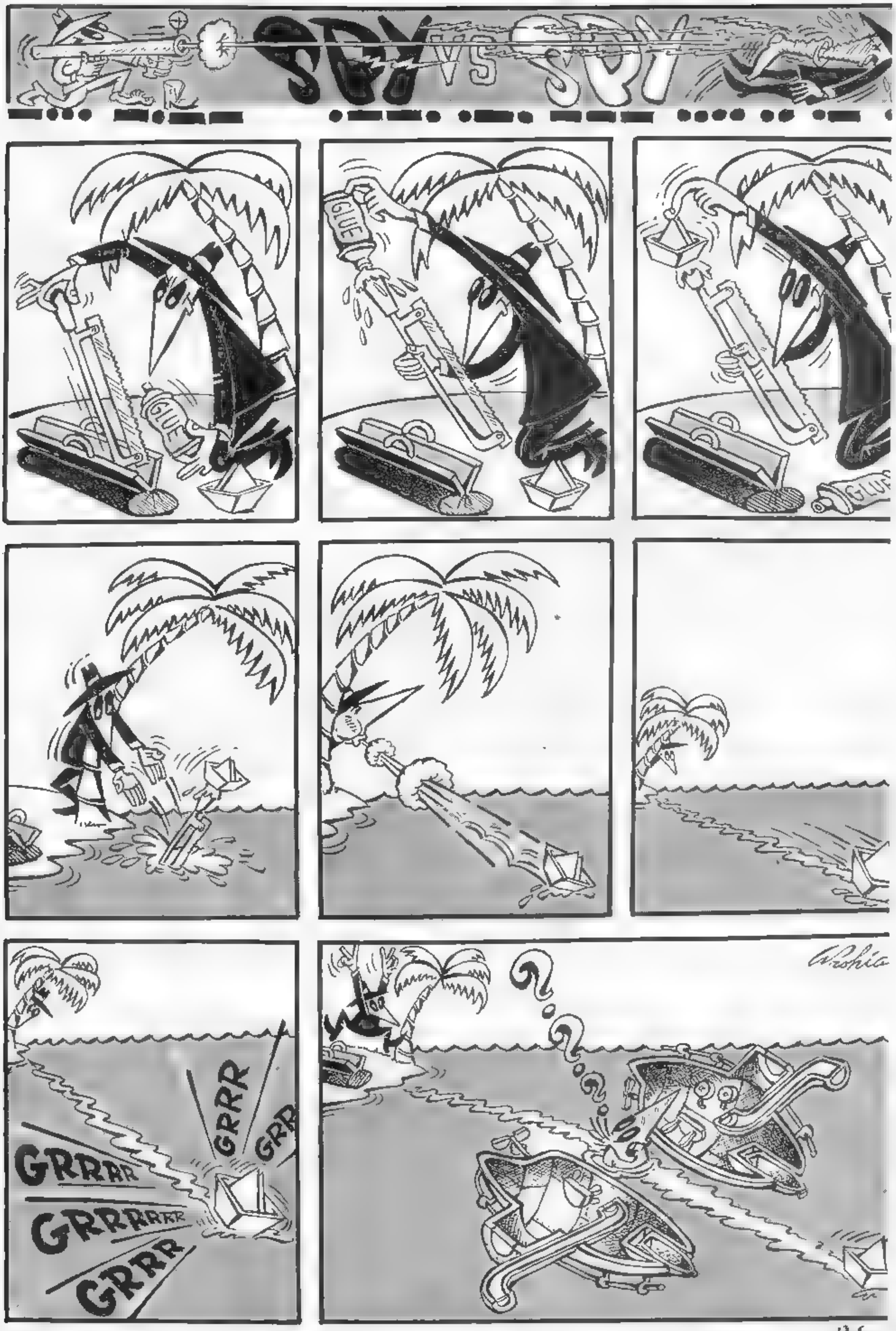
First Unemployment Check Issued To Madge The Manicurist After She Told A Customer That She Had "Hands Like A Lobster"

FROM A TV COMMERCIAL

Sandals Of Only Hare Krishna Ever To Catch Up With O.J. Simpson As He Sped Through An Airport Terminal

FROM "FANTASY ISLAND"

Step Ladder Used By Herve Villechaize Each Week So He Could See— "The Plane, Boss...!"


SPY VS SPY
GLUE
GLUE
GLUE
GRRR
GRRR
GRRR
GRRR
GRRR
GRRR
FULL

Boy, are you dumb! You've probably been shelling out good money to buy all the latest board games to entertain your friends. Well, we hate to tell you, but it's been a complete waste . . . because the most exciting new game around is played with a board and equipment that you can make yourself. And best of all, the fun can begin this very day . . . as MAD herewith presents the complete building plans and official playing rules for

THREE CORNERED PITNEY

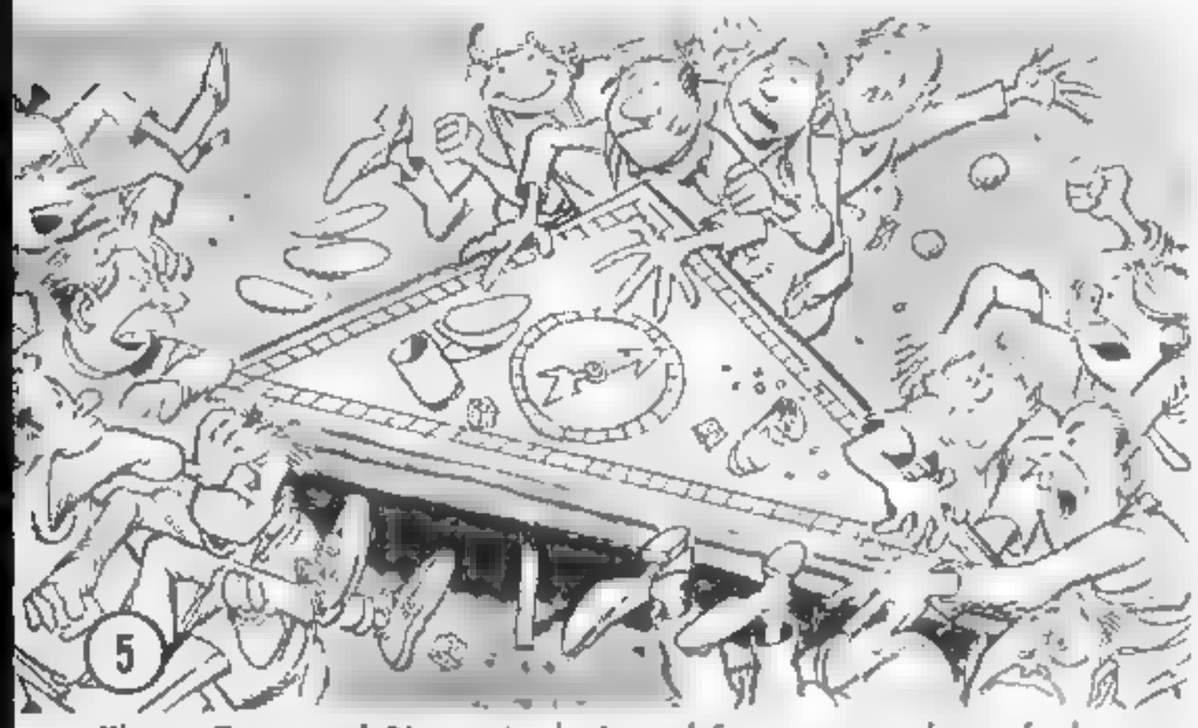
ARTIST: JACK DAVIS WRITER: TOM KOCH

A Three Cornered Pitney board can be built in only a few hours from any scrap piece of inflexible material. (Inflexible means more like cast iron or lumber and less like feathers or chicken soup.) The most important thing to remember is to cut the board three cornered, since four cornered playing surfaces can only be used for such traditional games as Monopoly, Scrabble, tennis or polo.

Once your board is properly cut, mark off each of the three sides identically, except that one side should be left blank while the second should be divided into 23 green squares of equal size and the third should be covered with asphalt. (Asphalt is readily available in most areas. Look in the Yellow Pages under "Street Pavers".)

Place your completed Three Cornered Pitney board on top of any triangular card table. If you don't have a triangular card table, you can easily create two of them by sawing diagonally across a square card table, and then using either half (though the right half is preferred).

Major accessories needed to play the game can all be made from household odds and ends. The six wirtlings used in Three Cornered Pitney are merely golf balls with the centers hollowed out. The conch hacker (described below) may be fashioned from a yardstick cut down to the required 33½ inches. Finally, assembling the required set of 75 fox terrier skulls is easy, once you manage to locate a pet cemetery in your area that is going out of business.



Three Cornered Pitney is designed for any number of players, from two to nineteen, except eight. (This is because it never comes out even to deal a standard playing deck of 52 cards to eight people.) Each of the two-to-nineteen players should take a seat at a different corner of the triangular playing board. (This is another darned good reason why eight can't play and make it come out even.)

Before play begins, the deck of cards (mentioned above) should be placed in the center of the table face up, or, optionally, face down. Nearby, place the other objects to be used in the first round: one spinner, three dice, one can of popcorn (unpopped, of course), ten stacks of Susan B. Anthony dollars (to serve as chips) and 16 waffles (toasted, of course), that are to go in "The Widow".

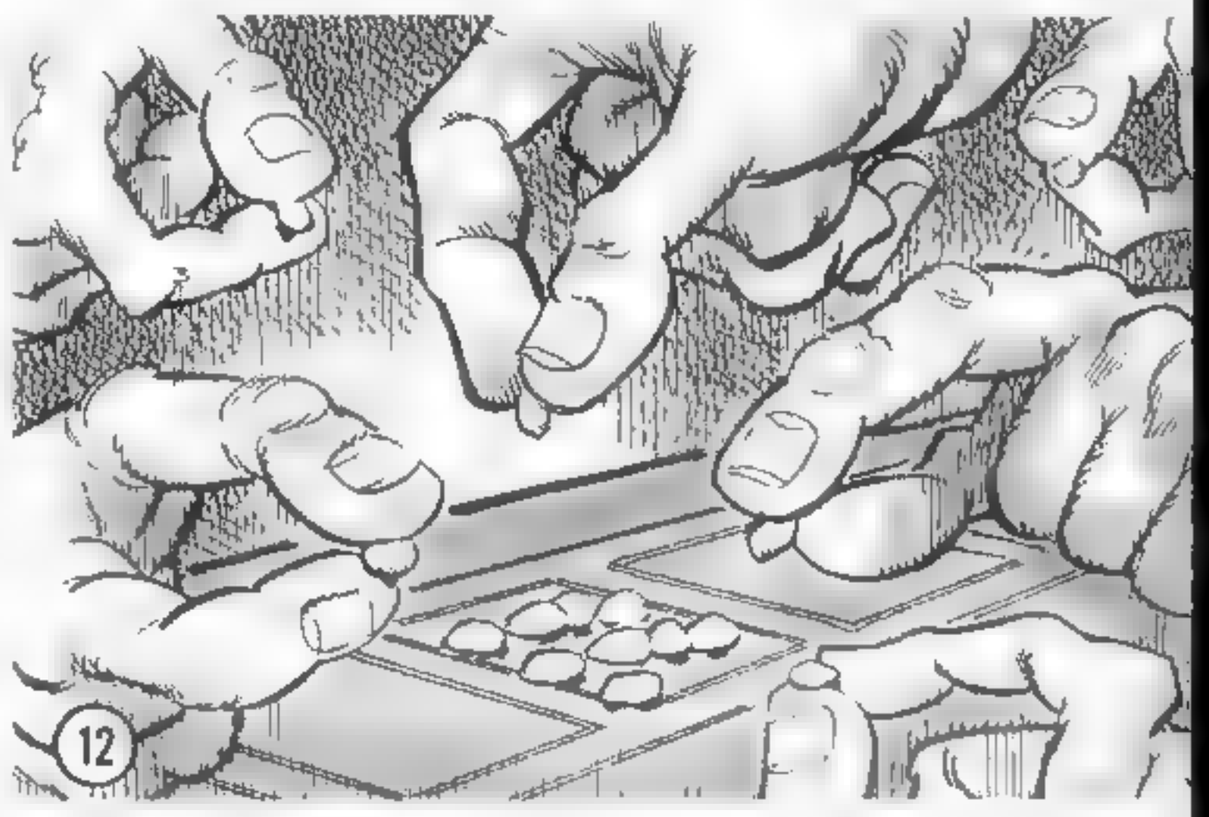
Acting in unison, each player should draw one card from the deck, with the highest draw determining who gets to spin the spinner first to determine who gets to roll the dice first. If two players draw high cards of the same denomination, they shall settle the tie by seeing which one can hold their breath for the longest period of time.

If another tie results when spinning the spinner, the names of all the players with identical winning spins shall be written down on a slip of paper and mailed to an impartial observer out of town. While waiting for the impartial observers decision, go ahead and play the game.

Three Cornered Pitney officially begins when the first player rolls the three dice, and subtracts the number on one of them from the combined total shown on the other two. (Example: On a roll of 6-4-1, the 4 may be subtracted from the 6 + 1, or the 1 may be subtracted from the 6 + 4. The 6 may even be subtracted from the 4 + 1, but that leaves less than 0 and ends the game immediately.)

The player whose point total on the dice comes closest to the host's telephone number must announce the fact by calling out, "I vouchsafe that the opening vimmert has herewith elapsed." The others, realizing it takes only three vimmerts to make a complete farny, may respond by shouting either, "I challenge!" or "So's your old man."

Assuming there are no challenges, the first vimmert is declared finished, and the winner is entitled to eat one of the waffles that was placed in "The Widow" prior to the start of play. If the same player also picked the six of clubs on his opening card draw, he may add syrup to his waffle or, at his option, send out for a pizza.



Each of the other players shall remove one kernel from the can of unpopped popcorn, and use it as a marker to move up five spaces. This leaves everyone tied at the end of the opening vimmert, which makes for a good, close game and also prevents sore losers from getting violent.

To begin the second vimmert of the first farny, the host shall distribute the set of wirtlings, which you should know about by now because they've already been described adequately. Taking turns, each player must then roll his wirtling toward the kitchen door while quietly uttering the words, "I now roll my wirtling toward the kitchen." Any player who begins to giggle while doing this must immediately stand and move his marker back four spaces.

The shortest player is then picked to stand on his chair and deal the cards. This segment of Three Cornered Pitney is played exactly like Old Maid, except that one pair beats a straight flush, and spades are wild. Players who are dealt more red cards than black may move one space, while those who receive more black than red cards may go to the bathroom and stay there for as long as they like.

The player with the most average hand is declared the winner of the second vimmert, and collects one Susan B. Anthony dollar from each of the other players. He must then use his winnings to pay the toll charges for phoning a complete stranger in Honolulu to announce that he has just won the second vimmert. (Note: if the game is being played in Honolulu, phone a stranger in Cleveland.)

The player in fifth place after the second vimmert must use his conch hacker (described above) to strike the fox terrier skulls (described in the same place) until he has banged out a recognizable version of "Melancholy Baby." (During December, "Good King Wenceslas" may be substituted for "Melancholy Baby," but only with the written approval of two-thirds of the others playing the game.)

By previous arrangement, the family from next door shall then arrive to declare the official opening of the third vimmert. Most often, they are named Frank, Gladys and the twins. However, to comply with the rules of Three Cornered Pitney, they are designated Chief Honcho, Field Judge, Flight Attendant and First Lord of the Admiralty. For the remainder of the game, their decisions are final.

The player that is seated to the immediate right of the Field Judge begins the third vimmert of the first farny by proposing that all farnies, except the first one, be cancelled. This proposal is approved by a show of hands among the other players, whereupon the twins roll the wirtlings back from the kitchen while quietly uttering, "We now roll these wirtlings back from the kitchen."

The Chief Honcho is then free to state that the players have horsed around long enough and that, henceforth, the object of the game shall be to win it. He orders that each player shall roll the dice until one of them produces a combined total that will exactly carry his marker to the last of the 23 green squares (described above) on the hypotenuse of the Three Cornered Pitney board.

In response, the player with the highest I.Q. must rise to announce that he didn't understand that last instruction. This automatically obligates the Chief Honcho to restate that each player must roll the dice until one of them produces a combined total that will carry his marker to the last of the 23 green squares (described above) on the hypotenuse of the Three Cornered Pitney board.

Each player then rolls the dice and attempts to advance to the last square by means of cheating. There are several approved methods of cheating in Three Cornered Pitney. Examples: (1) Bounce the marker up and down in the same space while counting aloud to simulate movement; (2) Skip several spaces on each count to make the total come out right; (3) Roll 4 + 2 + 2 and cry out in a loud, clear and joyous voice, "Just what I needed—eleven!"

Any cheater who is klutzy enough to get caught may be ordered to gather up the waffles remaining in "The Widow" and reheat them in a microwave oven until they become black, hard and shrunken enough to be passed-off as hockey pucks to the first gullible Canadian clod passing by.

The successful players who were not caught cheating are all deemed to have finished in a tie for first place at the end of the closing vimmert. This situation requires the Flight Attendant to begin reading the rules for an overtime, which are purposely worded to be so dull that the players will leave in a group to go look for girls.

The host, after waiting for a mandatory period of three days, may then presume that the players are not coming back to finish the game, and act accordingly. Acting accordingly shall consist of officially declaring the final outcome of the game a tie, and forwarding news of this fact to the office of the National Three Cornered Pitney Association, which is currently closed for redecorating.

IDLE WORSHIP DEPT.

There currently exists around the country specialized clusters of fervent fans who have formed clubs to pay tribute to their favorite cult heroes. We're talking about clubs like "The W.C. Fields Society", "The Baker Street Irregulars" (Sherlock Holmes fans), and "The Sons Of The Desert" (Laurel and Hardy addicts). These groups hold meetings, watch films, discuss trivia, collect memorabilia and engage in unique rituals saluting their idols (The Sons Of The Desert have an annual pie throwing fight). Although the above mentioned clubs are the best known and have flourished for years, we've recently heard about some other little sub-culture groups popping up around the country. Each have their own tradition, requirements and rituals and each pays tribute, in their own special way, to other popular culture and media heroes. Who knows...you may find yourself wanting to join one of these.....

LITTLE KNOWN CELEBRITY CULT GROUPS

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

THE SECOND BANANA JOLLYS

(Cult Followers Of Ed McMahon)

ENTRY REQUIREMENTS: Must be jolly, laugh heartily and be a good listener. Must be second in charge or an assistant with no chance of advancement to the top spot and *be able to live with this*

SECRET PASSWORD: Heeeeeeeeere's (Fill in your name)

HANDSHAKE: Fraudulently firm, warm and jolly

ACTIVITIES: The first member to arrive at a meeting immediately goes and sits on the couch. As each new member enters, he gets up and moves one over. Then, one person gets up to tell about his day. The others laugh heartily at this, whether the stuff is funny or not. During the speech they interject with cries of "*How* hot was it?", "*How* cold was it?", "*How* crowded was the bus?" At the end of the evening six-packs of Bud are served. As the cans are shpritzed open, members laugh heartily at this

CAUSE FOR DISMISSAL: Failure to laugh hearty

THE RENEE RICHARDS IRREGULARS

(Cult Followers Of Dr. Renee Richards)

ENTRY REQUIREMENTS: Must have either had a sex change operation, or are contemplating one, or, on at least one occasion, have been arrested for "propositioning yourself" in public.

SECRET PASSWORD: "Knock Knock" "Who are you?" "If I knew who I was would I be *here*?"

HANDSHAKE: Not quite limp-wristed yet not quite firm

ACTIVITIES: The "Irregulars" have an annual country club bash in tribute to their idol and celebrating their new identities. The session opens with members singing "Hey, Look Me Over," followed by: A tennis tournament (mixed doubles), Self-help lectures ("I'm Okay, You're Okay, But The Guy In The Homburg Hat and Calico Dress Could Be In Trouble"), Medical films (Dr. Renee Richards "before" and "after"—there are no films of "during"), and climaxing with a gala dance. Prizes are awarded to members who continue to dance backwards without ever slipping back to their "former" selves and trying to lead

CAUSE FOR DISMISSAL: Looking too much like a real woman

THE NOT-SO-NUTTY PROFESSORS

(Cult Followers Of Jerry Lewis)

ENTRY REQUIREMENTS: Must wear a pair of socks once and *only* once Must be able to, in the space of a minute, go from being a nine-year-old clown to a grim, sullen, pompous adult. Must have I.Q. of 180 and an ego slightly bigger. Must wear a strange hairdo from no known period in our history

SECRET PASSWORD: Mellman-Klevman-Lendl

HANDSHAKE: Handshake has been replaced with the French Legion Of Honor Kiss on both cheeks. (*Anything* French is worshipped in this club.)

ACTIVITIES: Members meet once a year at telethon time. In tribute to Jerry they stay up 24 hours without sleep During this marathon they review (in English and French) Jerry's classic films. They applaud his development from the early 1960 films when he played a busboy and a Japanese General with buck teeth all the way to his current films where he plays a busboy and a Japanese General with buck teeth. Members then go into a verbal rampage about the state of the film industry, using four-letter words while decrying the lack of decent "family" pictures"

CAUSE FOR DISMISSAL: Failure to recognize French movie audiences and critics as the only knowledgeable people in the world

THE HELLO LARRY LEGIONNAIRES

(Cult Followers Of McLean Stevenson)

ENTRY REQUIREMENTS: Must have the personality of a shoe store clerk on uppers. Must worship and enshrine mediocrity, cheeseburgers, trailer parks, Ken Berry, Disney World, penny loafers, Sears lumber department and Robert Young commercials. Must not like or quite understand fettucini, New York Times editorials, Nurevev or Trini Lopez

SECRET PASSWORD: Hi, how are ya? Really?... Well that's just great!

HANDSHAKE: Anything but a soul handshake

ACTIVITIES: Members meet twice each year -on the first week of the new television season when McLean usually has a series—and four weeks later when the series is cancelled. The club flag (with the symbol "white bread over a pack of 'no doze' ") is raised and saluted. This is followed by a debate as to whether it was a right or wrong career move for McLean to quit M*A*S*H after only a few seasons. The same people then debate whether it was right or wrong for the Titanic to steer directly into the iceberg. The "Hello Larry Relief Fund" was established in June 1980. Underprivileged nations who don't have anaesthesia or medical supplies are sent the pilot film of "Hello Larry" Surgeons report that most patients fall into a deep sleep during McLean's first entrance

THE I-DON'T-GET-NO-RESPECT SOCIETY

(Cult Followers Of Rodney Dangerfield)

ENTRY REQUIREMENTS: Must wear a tie. Must shrug and turn your head a lot, making it look like there's a coat hanger still in your jacket Must look like you slept in your clothes. Must have had, on at least one occasion, the Surgeon General of the United States offer you a cigarette.

SECRET PASSWORD: I tell ya, my wife doesn't respect me On Halloween she sends the kids out dressed like me!

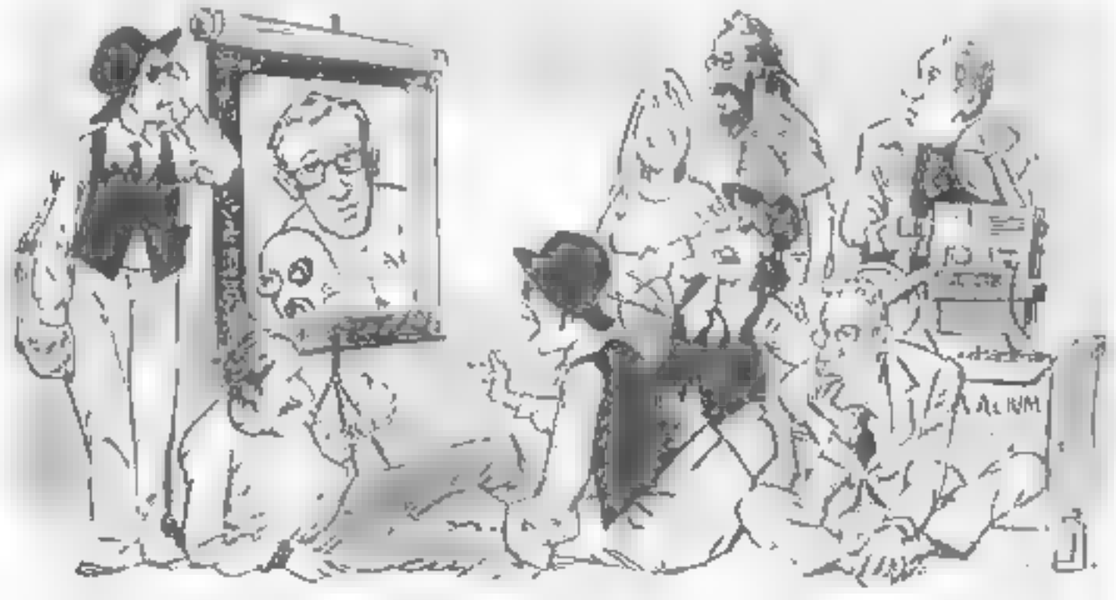
HANDSHAKE: Sweaty

ACTIVITIES: Club chapters are presently located in Jersey City, Three Mile Island, Mt. Saint Helen, an abandoned Chrysler factory, and Appalachia. Members meet on the 13th of every month and regale each other with stories about how they get no respect and have been mistreated. Veteran members ignore the person talking to them, causing them further despair and lack of confidence. Most chapters have a men's boutique that specializes in selling cheap blue suits and ill-fitting dress shirts. Meetings usually end when a stranger announces, "You people will have to leave, we want to start the 'Happy Hour'."

CAUSE FOR DISMISSAL: Getting even the slightest hint of respect from any person or thing on the face of the earth

THE ANNIE HALL MISFITS

(Cult Followers Of Woody Allen)



ENTRY REQUIREMENTS: Must be despondent. Must be in therapy Must have hangups about sex, death, religion and having your pants altered without your knowledge

SECRET PASSWORD: My grandmother was raped by Cossacks.

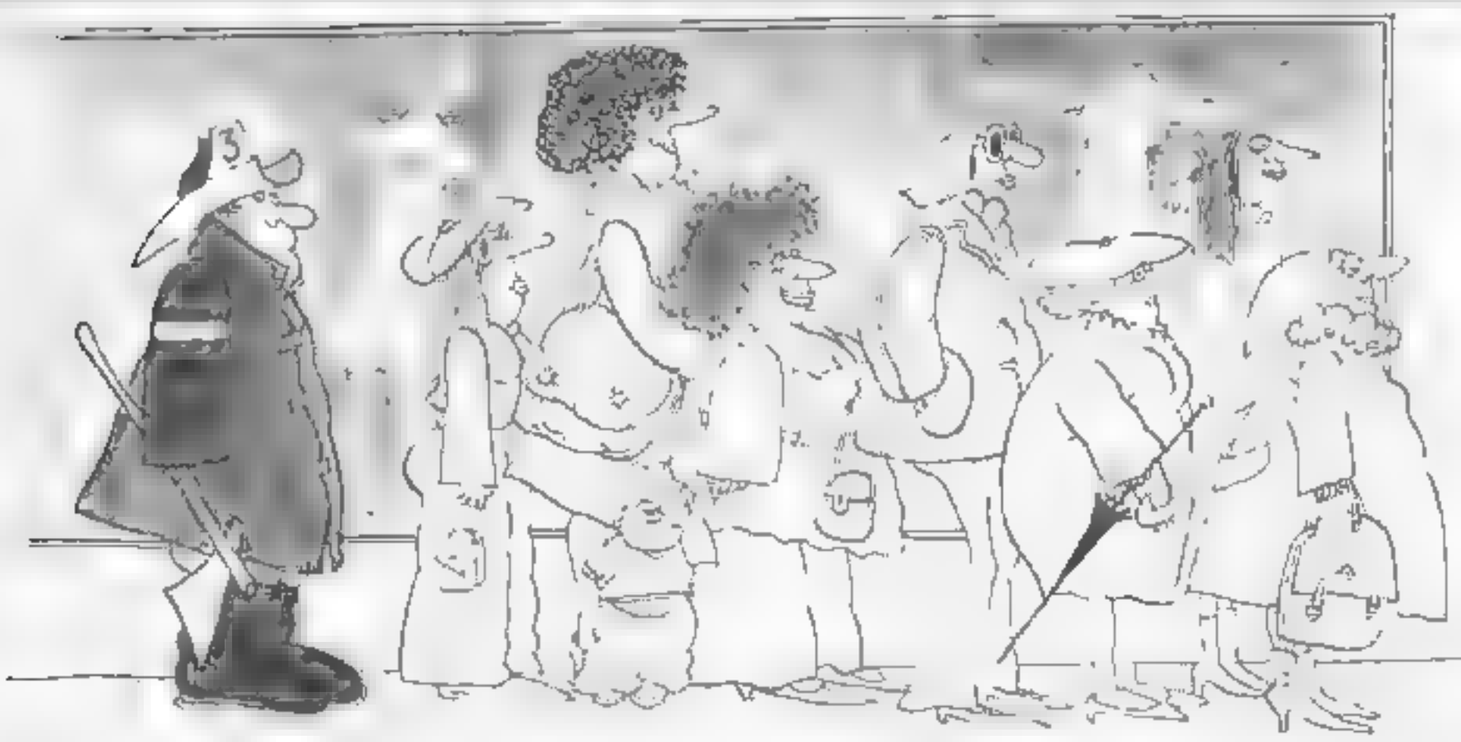
HANDSHAKE: Manic-depressive. Either totally ignoring the person you're supposed to be shaking hands with, or, using a novelty store joy buzzer.

ACTIVITIES: Meetings open with everyone chanting, "My one regret in life is that I am not someone else." This is followed by a hot lunch After this, Woody's films are analyzed. His early funny films are compared to his later serious ones, his color films versus his black and white; Louise Lasser versus Diane Keaton and, mainly, what fears you experienced while sitting in the movie theatre. Field trips are taken to Brooklyn where members meet Woody's ex-teachers, the first haberdasher to sell him corduroy pants and the first bully to break his glasses. (This led to one of Woody's earliest lines, "The bigger they are, the greater the beating they're likely to give you.") Members then take subway rides home where they are mugged and sprayed with graffiti by cult followers of Charles Bronson

CAUSE FOR DISMISSAL: Having a good time.

QUEUE TEASE DEPT.

A MAD LOO



OK AT LINES

ARTIST & WRITER· PAUL PETER PORGES

EXACT
CHANGE
35¢

ALONG THE SNIDE LINES DEPT.

When we originally published "The MAD Nasty Book" (MAD #210), we felt that saying mean, rotten things about famous people and institutions made our own feelings of inferiority disappear for a while. We repeated the cure with "The MAD Nasty Book –Volume II (MAD #218), and again we felt that pick-up from spewing forth put-downs of beautiful people and hallowed institutions. But the old hostilities came back, driving us to tranquilize ourselves with "The MAD Nasty Book–Volume III" (MAD #231). Now we've discovered that inflicting this kind of trash on our readers at regular intervals has caused most of them to drift away, which makes us feel even more angry and inferior. You can probably guess the rest without our having to tell you that all of our pent-up steam is now bursting forth in...

THE MAD NASTY BOOK VOLUME FOUR

ARTIST: HARRY NORTH

WRITER: TOM KOCH

RICHARD PRYOR

1. ...has shown the ability to laugh at his own misfortune. That's beside showing the ability to *create* his own misfortune
2. ...does more racial jokes now that he's off cocaine long enough to discover what race he belongs to
3. ...is striving for perfection—mainly a joke that contains every four-letter word in the English language
4. ...is a lot like Lenny Bruce, except that Lenny Bruce used to go to jail for being that way.
5. ...talks a lot about being an oppressed minority, but seldom mentions that he lives in Beverly Hills.

NUCLEAR POWER PLANTS

1. ...are terrifying because they make electricity with the same American know-how that Detroit uses to make cars
2. ...provide a reduction in electric bills, mainly for people who no longer use electricity because they've died of radiation poisoning.
3. ...are run by the same utility companies that send you those monthly bills with all the mistakes on them
4. ...are 99% foolproof, which is another way of saying they'll probably only wipe out one city in a hundred
5. ...are only healthy for those who get exercise in the fresh air while picketing them

BROOKE SHIELDS

1. ...is the only actress in Hollywood who's too young to see her own "R" rated movies
2. is living proof that a person with eyebrows like Groucho Marx can be this generation's reigning sex symbol
3. ...says she has high morals in her private life, and only appears nude when millions of people are watching
4. ...is the only person ever to appear on the Merv Griffin show whose comments were less thought-provoking than Merv's
5. ...was once rated a "10"—but that was on an I.Q. test.

PRINCESS DIANA

1. ...has one thing in common with Queen Elizabeth, horrible taste in hats.
2. ...is the most beautiful woman in the Royal Family, which is sort of like being the most powerful football team in Alaska
3. ...already possesses the only talent necessary to be Queen. She can wave without bending her fingers
4. ...has the kind of fixed smile that one usually sees on dental patients before the novocaine wears off
5. ...has a mind of her own. Fortunately, she doesn't seem to object to going through life without using it.

"LOVE BOAT"

1. ...gives us a chance to see our favorite glamorous stars of the 1950's as they now look with toupees and false teeth
2. ...is obviously fiction because no real ship operated by those idiots could find its way out of the harbor
3. ...weaves three different story lines together on each show in hopes we won't notice that they're all lousy
4. ...is much like a luxury cruise aboard the "Titanic", except that it only takes an hour to sink
5. ...has one unique feature: the passengers on the ship never get seasick, but the viewers at home always do

FERNANDO VALENZUELA

1. ...never gets nervous when he pitches in the World Series because nobody tells him it's the World Series.
2. ...has only one thing in common with Babe Ruth...his belt size.
3. ...has taught one lesson to his countrymen: Any clod can enter the U.S. legally if he's able to throw a baseball 93 miles an hour.
4. ...always has a sunny disposition because he's never read a newspaper to find out how bad things really are.
5. ...is the father of a two-year-old baby that already speaks better English than he does

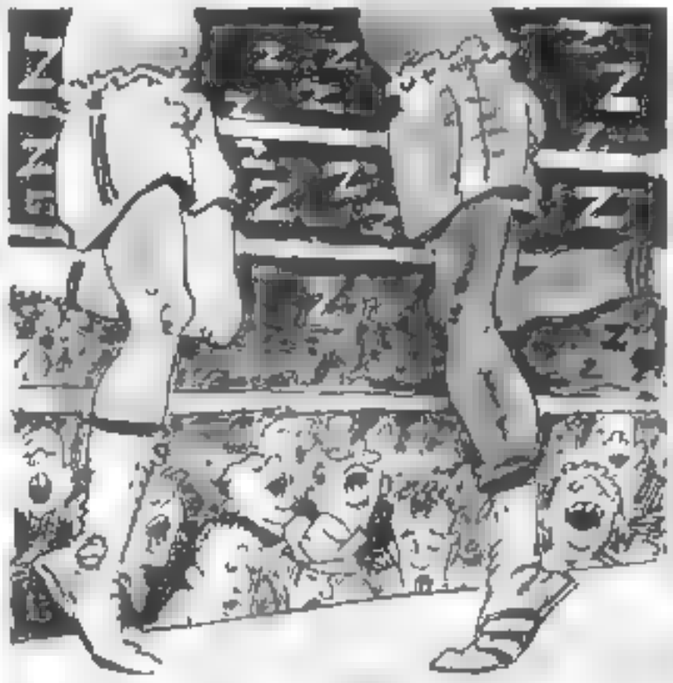
COLONEL KADDAFI

1. ...invites a lot of terrorists to Libya because it makes him feel inferior to hang around with sane people
2. ...is such a thoroughly disliked Arab fanatic that even the other Arab fanatics don't like him
3. ...couldn't pass the exam to become a brigadier general, even though he gave the test to himself with permission to cheat
4. ...has an economic theory that works fine—if you only use it in a country that has a wealth of oil and hardly any people
5. ...is living proof that doctors are right when they warn against staying out in the desert sun too long

PHYLLIS SCHLAFLY

1. ...looks a little like Minnie Pearl, but has a sense of humor more like Alexander Haig
2. ...offers proof that our American way gives even a simple small town girl a chance to screw up major national issues
3. ...always wears frilly housedresses so people will know she's not one of those butch weirdos who favor women's rights
4. ...is still mad because Gloria Steinem refused to print her recipe for blueberry popovers in "Ms"
5. ...thinks it's too early to pass the Equal Rights Ammendment when we've only had 121 years to see if the Emancipation Proclamation will work

LARRY HOLMES

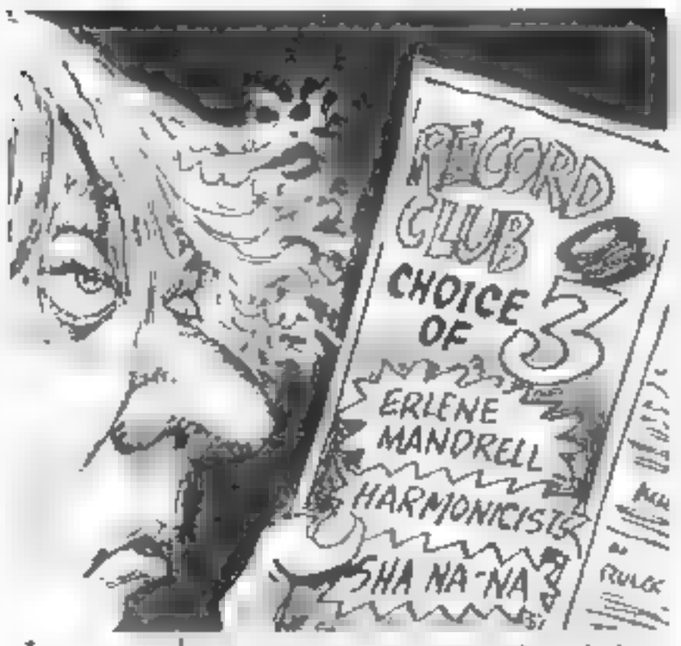


1. ...probably took up boxing to discourage boyhood chums who made suggestive interences about his cute lisp
2. ...is the first heavyweight champ to have a knack for putting the crowd to sleep while his opponent is still awake
3. ...wants the whole world to love and respect him, and he's prepared to batten anybody who refuses to.
4. ...got where he is by whipping Jerry Cooney and 26 other bums who were even clumsier
5. has one incredible talent: he is black—and completely colorless at the same time

ED ASNER

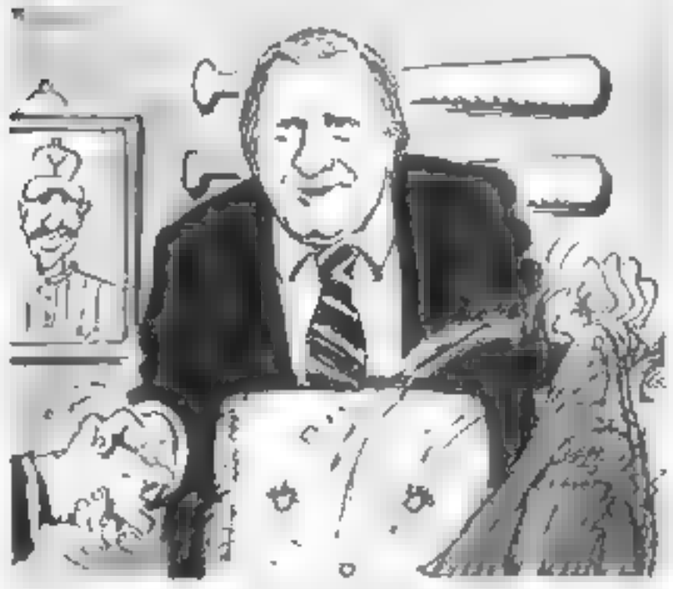
1. ... is the only TV star who ever gave up fame in the United States to achieve fame in El Salvador
2. ...has succeeded in putting across only one important social message: fat men aren't necessarily jolly
3. ...expanded his crusade to Nicaragua because he's determined to meddle in the business of other countries until he gets the hang of it
4. learned everything he knows at the Jane Fonda Institute of Political Theory.
5. ...used the Presidency of the Screen Actors' Guild as a stepping stone to unemployment

RECORD CLUBS



1. ... will give you your first ten monthly selections for a penny if you'll agree to accept the next sixty at no-discount retail prices
2. ...always give you three alternate selections for the month, one each by Erlene Mandrell, the Harmonicists and Sha-Na-Na
3. ...are slightly easier to resign from than the Foreign Legion, but a bit harder to get out of than an Iranian jail.
4. ...offer a good way to invest a little money each month, assuming you think that records nobody wants are a wise investment
5. ...have been judged legal because it's not outright fraud to take advantage of your ignorance

GEORGE STEINBRENNER



1. ... is such a believer in Democracy that he's letting all the people in the country take turns managing the Yankees
2. ...regrets that he was born 50 years too late to trade Babe Ruth away for a minor league infielder
3. ...is the kind of person who'd scream at his kid for only getting a B+ in the same subject that he once flunked
4. ...gave up his dream of becoming President of the U.S. after he heard that the President isn't allowed to fire Congress
5. ...proves that America is a land where any person with poor judgement and a rotten disposition can make it big

MARGARET THATCHER

1. ...is considered good looking in a country that also has given us Marty Feldman and Mick Jagger.
2. ...makes frequent trips to the U.S. because the type of clothing she wears is only available at K-Mart
3. ...did so well in the war against Argentina that she plans to move up to a second-rate opponent next time.
4. ...sends her hair out to be done at the same shop that lacquers Howard Cosell's toupee
5. ...is even more conservative than Ronald Reagan, which may explain why Britain's recession is lasting longer than ours

CABLE TV

1. ...now operates 24 hours a day so we won't have to miss the third rerun of the 1967 Swedish Open Golf Tournament
2. ...will excite you with a five-second glance at nudity at a cost of only $32.00 a month
3. ...provides you with the opera, ballet and all the other cultured stuff you've been trying to avoid all your life.
4. covers the local baseball team's home games, which is nice unless your local team is the Minnesota Twins.
5. ...charges us to watch the same movies we'd switch off if they were shown for free on regular commercial television

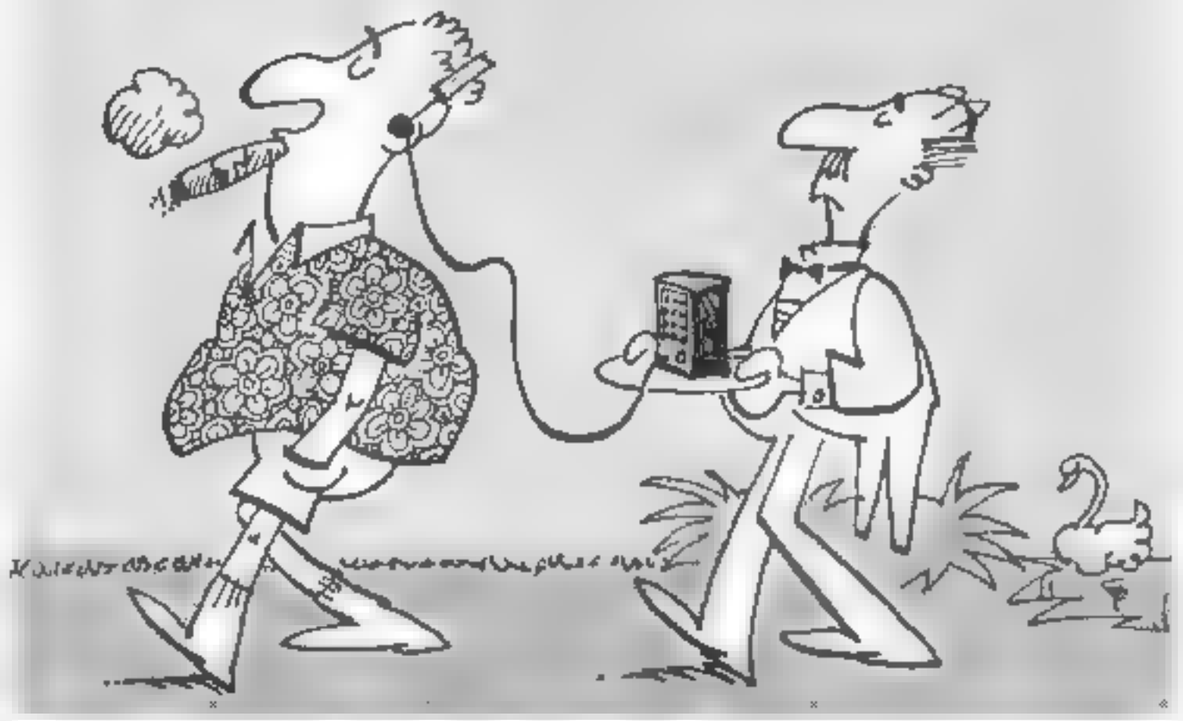
JOHN McENROE

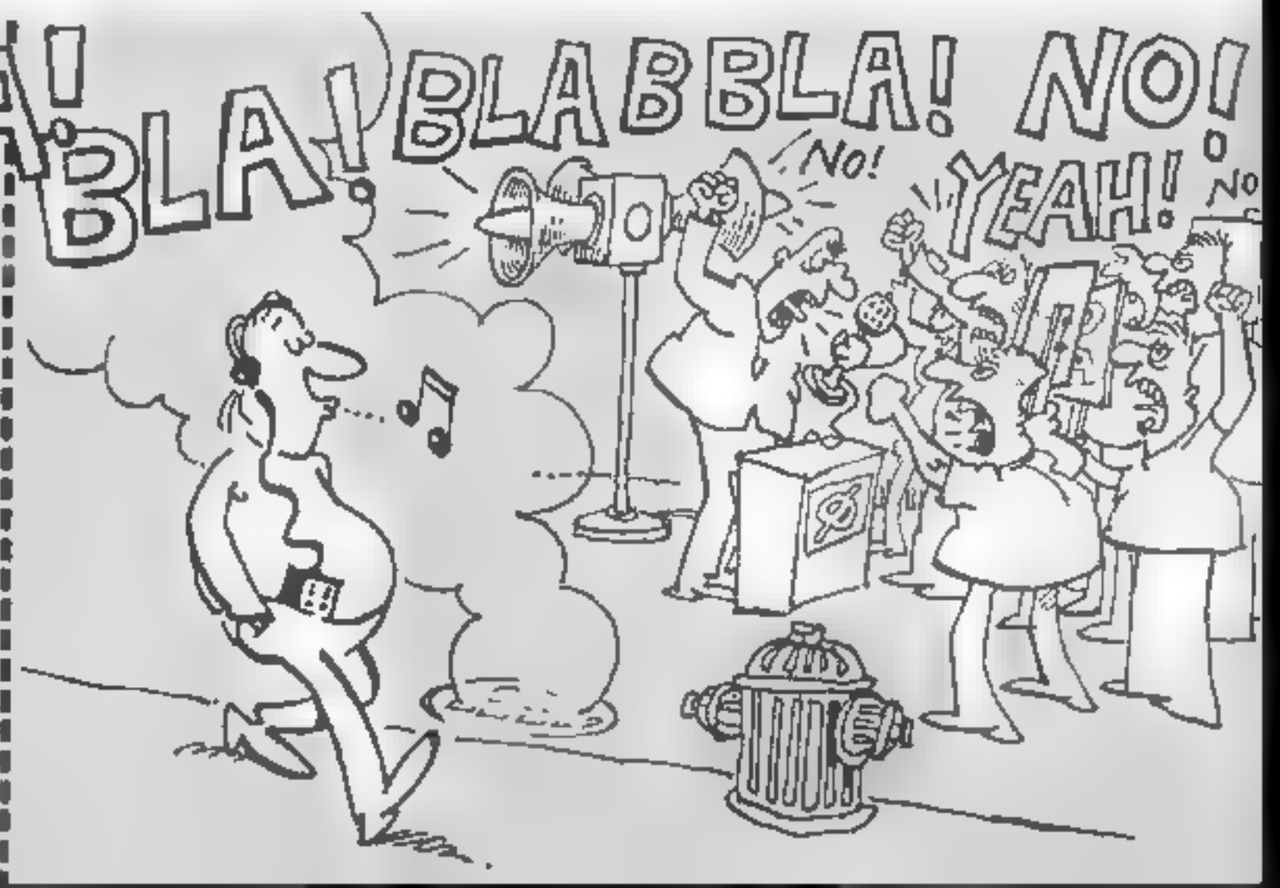
1. ...always wears a tight head band, but it doesn't seem to have prevented his brains from jarring loose
2. ...only acts macho when he's picking a fight with some tennis official who's over the age of 70
3. ...took up tennis because guys who throw tantrums get their teeth knocked out in most other sports
4. ...may be the only person in the world who can make Jimmy Connors seem like a cultured gentleman.
5. ...is one of the world's few eligible millionaires that no girl would dare take home to meet her parents.

SONY BALONEY DEPT.

A MAD LOOK AT

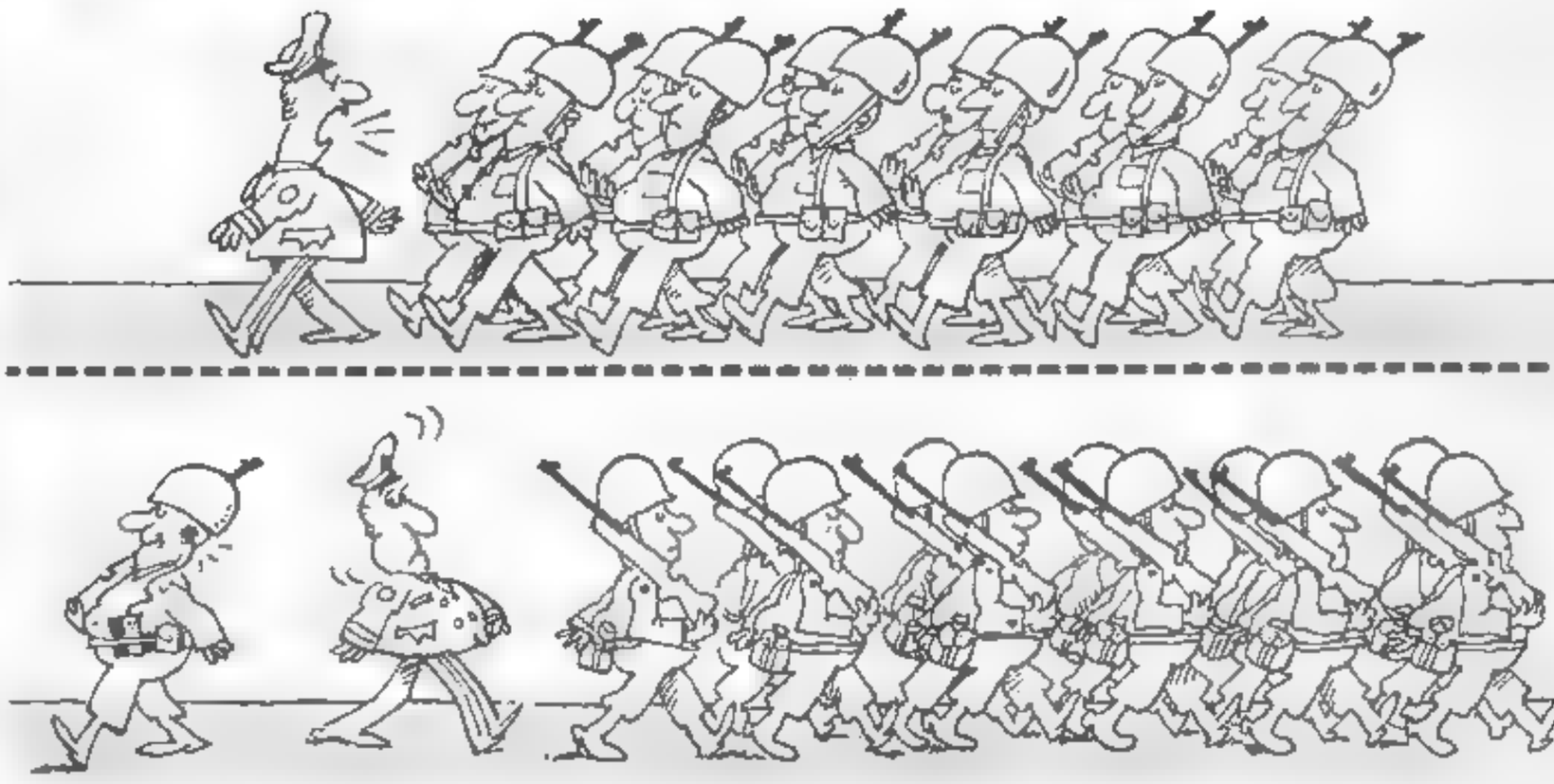
ARTIST. SERGIO ARAGONES

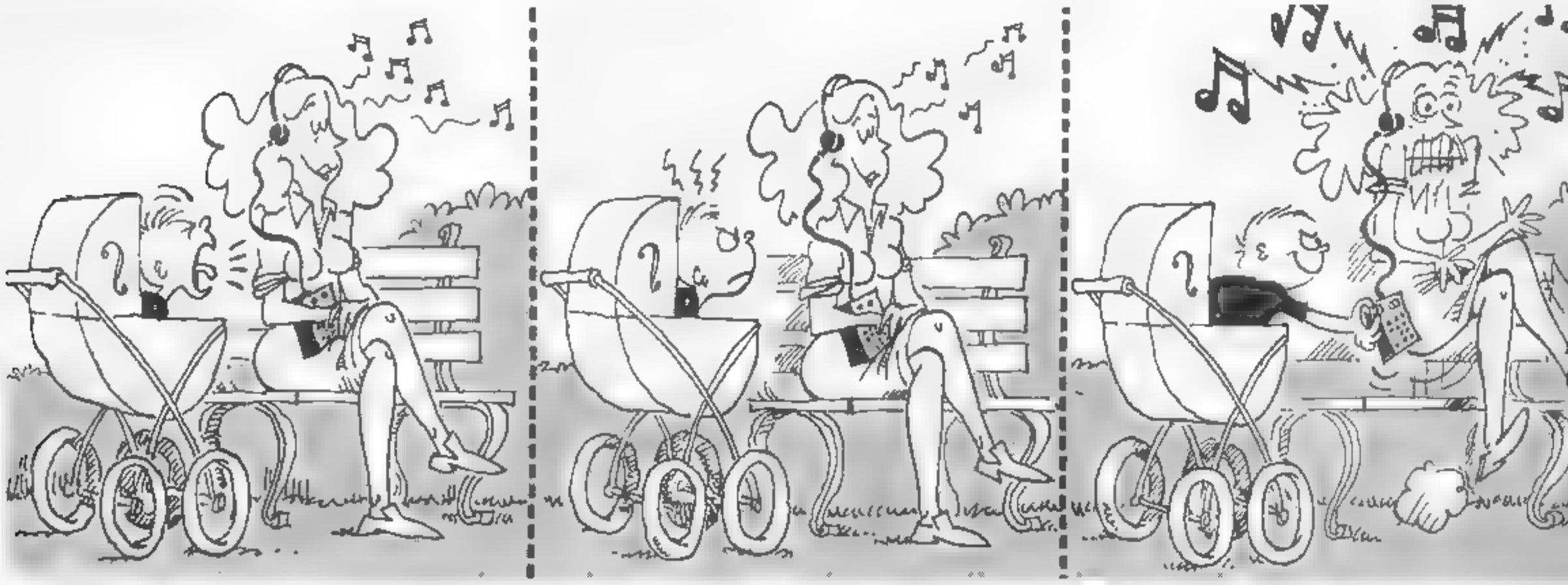




THE WALKMAN

WRITER. FRANK JACOBS





DON MARTIN DEPT. PART III

ONE FINE DAY CROSSTOWN

ZIT-COM DEPT.

Here goes our version of the TV weekly series that has many similar elements to one of last year's popular teenage cult movies...but with none of the vitality, none of the excitement and, mainly, none of the sex! Well, what can you expect from a show that features two droopy-looking females affectionately known as the

Square Dregs

ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN

What do you say, Gang? Let's organize a Pep Rally!!
Man, like, Pep Rallys make me barf! Like, I'm going to the, you know, Shopping Mall to buy some leg warmers!
The Shopping Mall?! Count me out, Babe! I'm gonna catch the Sly Stallone Film Festival at the C'nep ex!
Oo-ee, boy, your brain is under strain! The place to be is a Sister Sledge Concert!!
See? They still have Mandatory Integration at this school!
You mean Court Ordered Integration??
No NETWORK Ordered Integration! They've bussed in every High School cliché character from every movie and TV show for the past ten years!
Looks like a thunderstorm's coming Pitty Quick, let's get inside!!
Gee...what's the hurry?!?
I don't want LIGHTNING to strike my BRACES!
SCHOOL
BUS

Hey, look!!! The results are in! An I.Q. of 194!!

Wow! Outta sight! Who got it??

EVERY-BODY!! That's the I.Q. for the ENTIRE SCHOOL!

Lardo, have you noticed how different we are from the rest of the student body...?

Yeah! All the other female students HAVE a body! WE DON'T!

I mean...we seem to be the only two, bright, wholesome teenagers in a school full of punks, valley girls, new wave freaks and class clowns!

Makes you stop and wonder, huh?

About what??

About why we're spending an entire TV series trying to fit in with THEM!

Just don't forget our goal, Lardo To be the most popular girls on campus...and to stay around here for FIVE YEARS!!

It only takes FOUR years to graduate!!

Yeah.. but FIVE years to go into TV SYNDICATION!!

I figure if we play our cards right, we can become MILLIONAIRES like Laverne and Shirley!

You're out of your skull! The two of us just don't "have" it!

You mean— we're not that funny?

Also, we're not that attractive!

Okay! So we're NOT such fantastic-looking chicks! We DO have some OTHER rather unique qualities!

Oh, yeah?! Like what...?

Well, like YOU'VE made WHINING into an ART FORM!

I really can't understand why we're not more popular...why we don't have MORE DATES!

Especially YOU, Pitty! You're witty, intelligent, a great conversationalist, and really knowledgeable in current events!

Yeah? THAT may be the REASON! Guys want to date CHRISTY Brinkley, not DAVID Brinkley!

I—I'd do ANYTHING to be popular!!

ANYTHING?!? Even YOU KNOW WHAT??

Sure!! Even SMOKE CIGARETTES!

I take back what I said about being intelligent!

Lardo.. let's face it! We're **two very shlumpy looking teenagers!**

Nothing works! I've tried **diet**...I've tried **pills** ...I've tried **exercise!!**

Listen **I'VE** even tried **religion!**

Religion?!

Every night, I **prayed** to the **God of Cleavage!**

Obviously, She **never answered** your **prayers!!**

Anyway...all we can do is keep **hoping** and **praying!**

Mirror, mirror, on the wall— who's the fairest of them all ...here at Winkleman High??

Like, **I** am, **okay?!** Like, I m **totally bitchin' lookin'**, okay?!

It's **Juniper DeFlakio** . the **School Snob!** I **hate** her!

Me, too! She's **spoiled,** she s **superficial,** she's a **big phony,** and she **talks** in that **nauseating "Valley Girl" dialect!!**

WHO are we **kidding...?!** I'd g ve my **LIFE** If I cou d **LOOK** like her for **TWO MINUTES!!**

Me, too...!!!

Juniper, **you** may think you're **real foxy,** but **Pitty** here is going to enter the **"Miss Winkleman High" Beauty Contest** .and she's going to **WIN!!**

Like, **don't** make me **laugh** and **smear** my **lip gloss,** okay ? Like, the only pr ze **SHE'LL** ever win is **"Best of Breed"!!**

That **last** remark was **low** even for **you!**

Sure but, ike, **let's face it!** I mean, you're **both "Bow Wow City"!** I mean, **gag me** with a **dog biscuit!**

Gosh the **School Cafeteria** is **sure CROWDED today...!**

Have you **noticed** how, in every High School Cafeteria, **certain groups** always **sit together?**

Yeah, the **preppies** sit with the **preppies** ..the **punkers** sit with the**punkers**...and the **sexy girls** in the **short skirts** sit with the **male members** of the **Faculty!**

Let me say this: **Pac Man, Bruce Springstein, Rockabilly,** and **Apple II Computers!**

Oh, **yeah...?** Well, let me lay **this** on you. **David Letterman, Herpes,** and **Pat Benatar!**

Hey... **that dialogue** doesn't make any **sense!**

Nobody tunes in this show for **"sense"!** But **TOPICAL REFERENCES** can grab us **Viewers!!**

Hey, Gang! Pitty is entering the "Miss Winkleman High" Contest... and since we'■ her closest pals, she'll need our support and our enthusiasm!

She'll need a lot MORE than support and enthusiasm! She'll need a Victoria Principal MASK— and EXTENSIVE SURGERY!!

Hey, I dig contests! I may enter the "Mr. World" competition!!

YOU...Mr. World...?!

Yeah but FIRST gotta figure out what world I BELONG TO.. !

What uplifting "close pals" we p'cked' the "Class Clown" and a spaced-out "New Wave Freak"!

Next to them, Lennie and Squiggy are John Houseman and William F. Buckley!!

SOPHIE THAT DRESS IS REALLY U!

Let's face it, Lardo! A drippy nerd like me just doesn't stand a chance in that contest!

Don t be silly! GO for it! It's the only way to impress that sexy hunk Larry Dazzle!!

Larry Dazzle? The cutest guy in the whole school? He doesn't even know I'm ALIVE!!

105

FULL NELSON

HALF NELSON

Hi, Pitty! How's it goin', kid?

Gulp! Er. .Hi, there, Larry!!

Hey, what say I pick you up Friday night and we go out cruisin' for some girls?!

Well, at least he knows you're ALIVE!!

Yeah, but he doesn't know what SEX I am!

You can't RUSH these things! It's one step at a time!!

Hey, Pitty! Like, I hear you've got the hots for Larry Dazzle, okay?! Like I mean, gross me out!!

Juniper Valley Girl talk has been dead for a year! Try talking in English!

L ke.. I CAN'T! But my friend Latoya, can L ke explain it to her Latoya

Well, shoot, girl, that dude you re eyein' is the main man of this foxy chick! So, like grab some smarts and cool it, or this street-wise lady is gonna give you a high five to the head! You dig? Now, I'm late! I gotta split for class!

What class is she going to?

I think she s a COMMUNI CATIONS Major!

Hey, how come you're seein' another guy?!?

'Cause, like, the two of us go well together, okay?! Like, Larry's got eyes that match all my outfits, okay?! I mean, except when I wear, like, plaid...!

Y'know, Babe—when **you** talk **logic** like that, it really gets me **HOT!** How about some **SEX?**

Like **N-O...NO,** Vinnie! **Okay?!**

How come, on this **entire series,** there's been **NO SEX AT ALL?!?**

Like **read a paper,** Vinnie!! This is **"The Early Evening Time Slot"** on **CBS!** I mean, like, **what do you expect ..?**

CBS...?!? Early Evening Time Slot ...?!? I expect **"SIXTY MINUTES"!!** I expect **INTELLIGENT COMEDY!!** I'm **not** getting **EITHER!** So how about some **SEX?!?**

I'm so **nervous,** Lardo! The **contest** is only a **few days away!**

Let me be your **"Beauty Coach"!** I've read every issue of **"Cosmopolitan"** since I was **six!** Now—if you're going to **WIN,** you've **GOT** to get **rid** of those **GLASSES!**

But I **can't SEE** without them!

So **try CONTACT LENSES!**

NOT contact lenses with **FRAMES** on them!

According to **Cosmo's "Beauty Guide"...we** can create a **"whole new you"** in a **few days!**

First of all you're **too skinny!** Let's put some **flesh** in the **right places!**

Next...let's get rid of that **dopey hair style!!**

And **last** let's **cosmetically straighten** your **mouth** and **lips!**

THERE...!! It's a **whole new you!!**

You **idiot!** It's **worse! Now** I look like **YOU!**

Pitty are **you** say ng **YOU'RE more attractive** than I am?!?

Let me put it **this** way I wasn't elected this year's **Poster Girl** for **"Save The Whales"!!**

Attention, group! The **contest odds** are now **135** to **1** for **Juniper!**

We **mustn't** give up **hope,** Gang! There's **always** the **"Talent"** competition!

Word is that **Juniper** plans to wear **sexy leotards** and dance to **"Let's Get Physical"**! What have **you** got planned, Pitty?

I'm planning to discuss **"How To Assure Passage Of the Bilateral Nuclear Freeze"** ...in **French!**

The **odds** are **now 160** to **1!**

HMMMM...

You may have **LOST,** but you **didn't** do so **bad,** Pitty! **At least** you were in the **TOP TEN!**

Yeah...! You **DID** come in **EIGHTH!!**

Big deal!! There were **only SEVEN contestants!**

CONTEST

HMMM.

I've **never** been so **humiliated!**

I **know** how you **feel!** They **asked** me to **come back** to **school** next year, but they're **not sure** if they want me back as a **student** ..or as a **new building annex!**

I'm sorry, Lardo **I can't** take **another year** of this...!!

You **won't have to!** I hear that they're bringing in a **BRAND NEW PRINCIPAL** who's **changing EVERYTHING around!!**

HMMMM...

Attention, students! This is your **new Principal!** You have **NOT** lived up to **STANDARDS** that are **EXPECTED** of you!!

What? We **haven't** lived up to **STANDARDS!?** A **cabbage** could pass an exam in **this** school!

NOT Academic Standards! **COMEDY** Standards, which have been **established** by such **classic shows** as **"Mr Peepers," "Our Miss Brooks," "Room 222"** and **One other!** Standards I have **sworn to uphold!!**

HMMM.

So I'm making a **few small changes!** First of all.. I'm going to **open** and **close** the show with a **cute joke!**

Next...the **Valley Girl,** the **New Wave Punk,** the **Class Clown** and the **two Nebishy, Nitwit Girls** are **OUT!!**

I'm **replacing** them with **zany loveable, Hoodlum Students** with **tough New York accents!**

You the **Italian Kid! You** can **stay,** but you gotta learn to **dance** like **Travolta!**

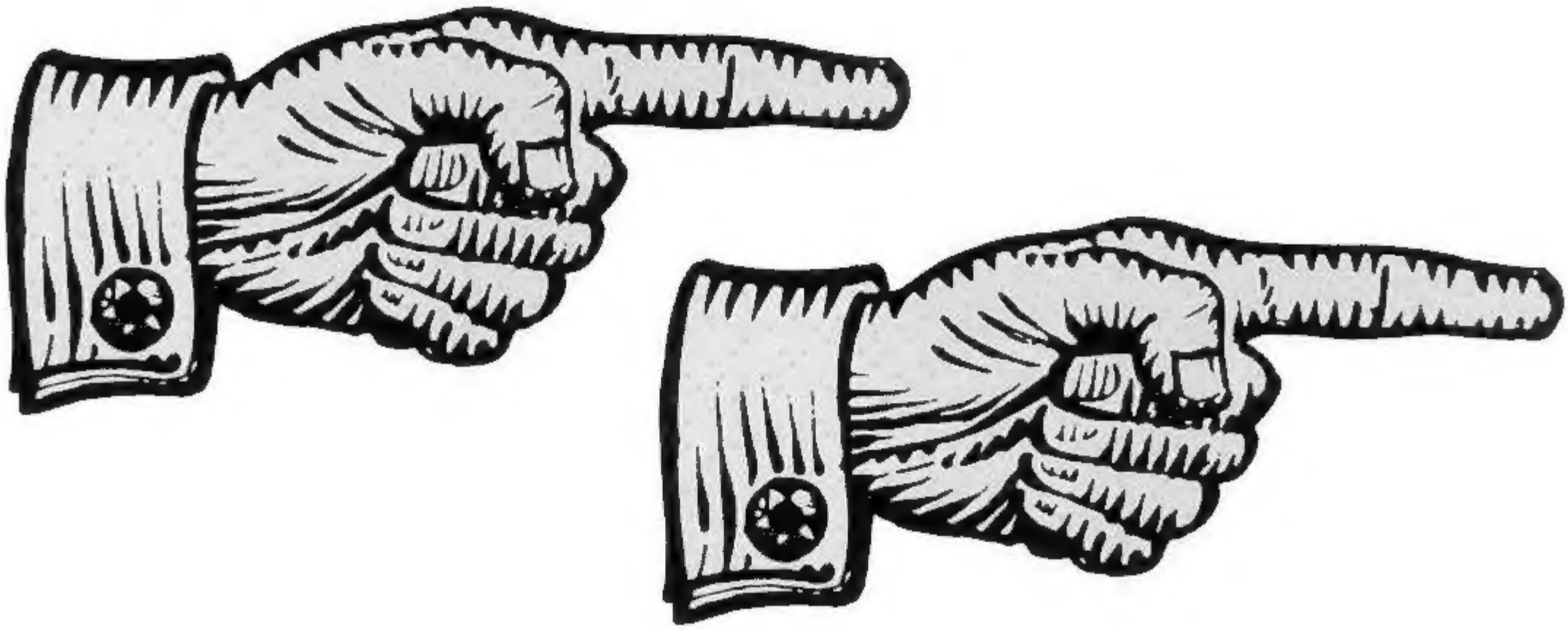
And **you** ..the **Black Girl! You** can stay **too,** but you gotta **change your sex!!**

HMMM

Jointy, what do you think of **Mr. Kotter,** our **new Principal?**

Totally different head?

THIS IS THE END. YEAH! YEAH!



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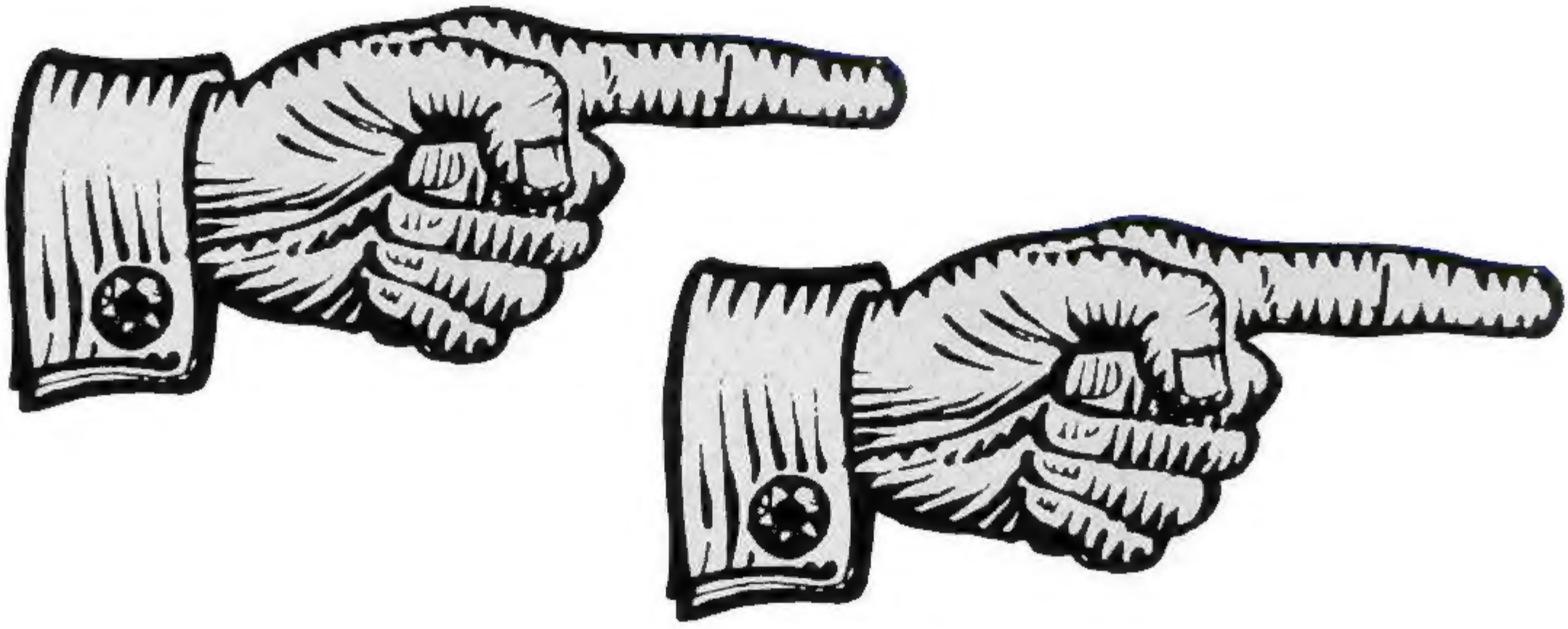

WHERE SHOULD MOST MODERN CLASSIC EXPLOITATION HORROR FILMS BE KEPT?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Today's "Horror Film" is a special art form, and it deserves a special place all its own. To find out exactly what that place is, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

INTEREST IN "HORROR FILMS" IS GROWING THROUGHOUT THE WORLD. WE MUST MAKE SURE CARE IS TAKEN TO STORE THESE CLASSICS IN A SAFE PLACE FOR FUTURE FILM FANS.

A▸ ◂B

WHERE SHOULD MOST MODERN CLASSIC EXPLOITATION HORROR FILMS BE KEPT?

FOLD PAGE OVER LIKE THIS!

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ARTIST & WRITER:
AL JAFFEE

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Beat it...!

G'wan, get outta here!!

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Next...

ARTIST: DON MARTIN WRITER: DON EDWING